

**THE INFLUENCES OF SOCIAL MEDIA MARKETING ON CONSUMER  
PURCHASE BEHAVIOUR OF LOW INVOLVEMENT PRODUCT AMONG  
GENERATION Y IN SUB-URBAN AREAS IN MALAYSIA**

**WANN HUZIDA ROZA BINTI HUSIN  
HP160064**

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*This thesis is dedicated to my great parents, Mr. Husin Bin Asan and Mrs. Rosidah Binti Abas.*

*To my wonderful and incredible husband, Muhammad Rahshafarid Bin Sahir, thank you for always standing by me, with love and confidence.*

*My siblings-Nurfarahah-thank you for being there.*

*My friends.*

*Assoc. Prof. Dr. Haji Amran Bin Haji Harun-my amazing and awesome main supervisor.*

*Finally, we made it.*



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## ABSTRACT

This study examined the influences of social media marketing (online communities, interaction, entertainment and perceived trust) and Generation Y online purchase behaviour of low involvement products in sub-urban areas. Additionally, the study also investigated the moderating effect of consumer engagement between social media marketing and Generation Y online purchase behaviour. The Uses and Gratification Theory was used in this study. A Survey Questionnaires was used to investigate online purchase made by Generation Y between ages 18-35 years old. A total of 384 questionnaires were distributed to Southern Region states namely Negeri Sembilan, Melaka and Johor. The data was analysed using Statistical Package for Social Science (SPSS) 23.0. All the variables were measured using five-point Likert scale. The study empirically proved that online communities, entertainment and perceived trust significantly and positively related to Generation Y online purchase behaviour. However, there was no relationship between interaction and Generation Y online purchase behaviour. Similarly, the moderating effect of consumer engagement was found to have no moderating effect. The study integrated Karman's and Muda's model and had adapted social media marketing dimensions which is online communities and interaction. Additionally, this study contributed to the inclusion of two new dimensions of social media marketing which are entertainment and perceived trust. Besides that, this study focused on sub-urban areas when many past studies concentrated on urban respondents. More importantly, this study assisted marketing managers to understand the Generation Y online purchase behaviour especially those resided in sub-urban areas. Furthermore, this study also has significant contribution to the government in understanding the technology and internet connectivity sites in sub-urban areas.

## ABSTRAK

*Kajian ini bertujuan untuk mengkaji pengaruh pemasaran media sosial (komuniti dalam talian, interaksi, hiburan dan kepercayaan yang dilihat) dan tingkah laku pembelian dalam talian Generasi Y terhadap produk penglibatan rendah di kawasan sub-bandar. Tambahan, kajian itu juga menyelidik kesan moderator terhadap penglibatan pengguna antara pemasaran media sosial dan tingkah laku pembelian Generasi Y. Teori Gunaan dan Kepuasan digunakan dalam kajian ini. Soal jawab kaji selidik diedarkan untuk menyelidik pembelian dalam talian yang dibuat oleh Generasi Y dalam lingkungan 18-35 tahun. Sejumlah 384 soal selidik telah diedarkan ke negeri di Wilayah Selatan iaitu Negeri Sembilan, Melaka dan Johor. Pengumpulan data dianalisis menggunakan perisian statistik untuk Sains Sosial (SPSS) 23.0. Semua pembolehubah diukur menggunakan skala Likert. Kajian ini secara empirikal membuktikan bahawa komuniti dalam talian, hiburan dan kepercayaan yang dilihat signifikan dan positif terhadap tingkah laku pembelian dalam talian Generasi Y. Walau bagaimanapun, kajian ini juga menunjukkan bahawa tiada interaksi hubungan di antara pemasaran media sosial dan tingkah laku pembelian dalam talian Generasi Y. Begitu juga, hasil analisa moderator terhadap penglibatan pengguna tidak mempunyai kesan moderator di antara dimensi pemasaran media sosial dan tingkah laku pembelian dalam talian Generasi Y. Kajian ini menggabungkan model daripada Karman dan Muda dan telah menyesuaikan dimensi pemasaran media sosial iaitu komuniti dalam talian dan interaksi. Kajian ini menyumbang kepada kemasukan dua dimensi baru pemasaran media sosial iaitu hiburan dan kepercayaan yang dilihat. Selain itu, kajian ini memberi tumpuan kepada kawasan sub-bandar apabila banyak kajian terdahulu tertumpu pada responden di bandar. Lebih penting lagi, kajian ini membantu pengurus pemasaran untuk memahami trend dan tingkah laku pembelian dalam talian Generasi Y terutama yang tinggal dalam kawasan sub-bandar. Tambahan pula, kajian ini juga mempunyai sumbangan penting kepada kerajaan dalam memahami teknologi dan sambungan internet di kawasan sub-bandar.*

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.0 Introduction**

This section presents the background of this study and highlights the gap in problem statements. The research objectives and research questions are listed in this section, and the scope and significance of the study are described whereas the related variables are briefly defined.

#### **1.1 Background of Study**

According to Thakur (2018), customer engagement is a psychological state of attention that guides to common interaction with the main object (e.g., a brand or a medium). Customer engagement is a long term connection that reaches out of emotional as well as useful motivational drivers. In social media marketing, consumer engagement is very crucial. According to Greve (2014), consumer engagement from offline and online

environment affects the increase of attention from online consumer engagement due to the rise of social networking sites. A research by Barhemmati and Ahmad (2015), highlighted that consumer engagement provides an advantage to a company to the extent it creates an intimate long-term relationship with its customers. Hence, marketing officers set companies goals in order to build a bond between consumers and companies. Kujur and Singh (2016) stated that almost 94 percent of all businesses have established at least one of the “Big Four” such as Facebook, Twitter, YouTube and Google+ to engage with their consumers on the social media platforms.

Nowadays people are more exposed on digital and social media for a lot of purposes such as to search information regarding products or services, purchase and consume them (Stephen, 2016). Moreover, social media allows people to communicate and share their experiences. In addition, people nowadays tend to use social media for current issues rather than buying and reading newspapers. Das and Mandal (2016) stated that the advanced of social media channels such as Facebook and Twitter have led to a huge change of traditional marketing and advertising landscape. More importantly, social networking allows consumers created self-content, firm connection with consumers and share information between them (Das and Mandal, 2016).

Due to the rise of social media, marketers need to improve their strategies by increasing networking connection with consumers in social media to drive a consumer engagement (Hudson, Huang, Roth, and Madden, 2016). According to Thornhill, Xie, and Lee (2017) social media-based advertising differs from traditional channels, such as television commercials and online banners does not easily propose marketers latest methods to talk to consumers. Marketing has always moved along with the technology changes, for instance from television commercials, online banners to the social media advertising.

According to Alan and Kabadayi (2016), Generation Y energetic to use, contribute, hunt, distribute and consume all kinds of social media networks. Generation Y is a special cohort that numerous firms have invested in deeply to recognize their attitudes and behaviours (Zhang, Omran and Cobanoglu, 2017). According to Schiffman and Kanuk (2010), the age cohort of Generation Y are the children of baby boomers and



depending on the source were born between the years 1977 and 1994, or between 1982 and 2000. According to Muda *et al.* (2016), Generation Y is referred to people who were born between 1980 to the early 1990's and said this generation is advanced in technology as they evolve in the information age and likely to use media for daily basis. In addition, Generation Y is the largest group who exploits the internet as a method for online shopping. Besides that, Generation Y can be described as generational cohort and also identified as individual who was born between 1980 and 1999 (Selvarajah and Alagrisamy, 2017). A study done by Jambulingam, Sorooshian, and Selvarajah, (2016) found that Generation Y is the first generation who uses technology in daily routine and they feel comfortable to search any information regarding products or services from the internet. Moreover, Generation Y is more keen towards social media and keep updating any news, promotions or information through social media (Jambulingam *et al.*, 2016).

Generation Y is the highest population who uses social media especially online purchase (Muda, Mohd and Hassan, 2016). A study done by Muda *et al.* (2016) in Malaysia highlighted that online shoppers were found to be younger than traditional shoppers, even though larger percentage of older generations are found to do online purchase now than in the past. Notably, the young people still dominated the online population. According to San, Omar and Thurasamy (2015) Generation Y is the huge group who use internet for online purchasing purpose and caused to the development in e-commerce market. In addition, Generation Y felt the passion to shop online using websites such as Lazada, Shopee.my, 11Street and Groupon that is known as My Fave because these websites offer lower prices on low involvement products (<http://www.english.astroawani.com>).

There are two types of products which are low involvement products and high involvement products. Low involvement products are popular among Generation Y nowadays in their online purchase behaviour (Wong, 2016). Low involvement product is defined as a less important, less perceived risk, a low of symbolic value and emotional appeal (Park and Yoon, 2017). Low involvement product can be classified as a convenient product which is frequently purchased with a lower price and little comparison or shopping effort compared to high involvement product (Perreault,

Cannon and McCarthy, 2012). Low involvement product is not a vital concern and do not have any great impact to consumers' lifestyle, thus it is a product that is bought frequently with a minimum effort (Ndubisi and Moi, 2006). A high involvement product is products that are purchased only after very careful thought as against instinct purchasing (Marketing Association of Australia and New Zealand (2005). A luxury product is a strong brand preference and loyalty where customers put a special purchase effort with it. The price is higher but customers are willing to purchase to fulfil their desires (Kotler and Armstrong, 2010). In other words, high involvement product is a symbolic value and signal support of country of origin products (Park and Yoon, 2017).

Based on the Department of Statistics Malaysia 2017, the current population estimates Generation Y in Malaysia for those who are age 20 until 39 is 11,679,000 (<http://www.dosm.gov.my>). Based on the Internet Users Survey 2017 by the Ministry of Communication and Multimedia, the percentage distribution of internet users for the age group of 20 to 34 in Malaysia is 53.6 percent which is the highest compared to other age groups. Therefore, the age group of 20 to 24 is the highest internet users in Malaysia. For the urban and sub-urban dissection, there were 67.2 percent of internet users who claimed themselves are from urban areas meanwhile the remaining 32.8 percent said that they reside at the sub-urban areas in Malaysia. Meanwhile, there was also a significant divide in terms of internet adoption between urban and rural residents, while 76.3% of residents of urban areas had accessed internet, only 56.9% of those in sub-urban area accessed internet. (<http://www.mcmc.gov.my>). Thus, internet users in sub-urban areas are comparatively lower than internet users in urban area. The percentage of the distribution of internet user in Malaysia for northern region (17.9%), followed by central region (29.3%), Southern Region (18.6%) and east coast region (12.2%) (<http://www.dosm.gov.my>).

## 1.2 Problem Statement

There are numerous studies had been conducted to investigate purchase intention for example Darsono and Huarng (2015), Harshini (2015), Kosarizadeh and Hamdi (2015), Sharifi fard *et al.*(2016), Hajli *et al.* (2017), Sabri (2019) and Teo, Leng and Phua (2019). In addition, there are also numerous studies that investigated consumer online purchase intention conducted by Bilgihan (2016), Lim, Heng, Ng, and Cheah (2016), Muda *et al.* (2016), Nadeem, Andreini, Salo, and Laukkanen (2015), Republic (2015); San, Omar and Thurasamy (2015), Trisna and Sefnedi (2018) and Roudposhti *et al.* (2018). The review of the existing literature showed that there is dissimilarity between purchase intention and actual purchase behavior. Purchase intention is basically when an individual is aware to make an effort to purchase a brand or a product (Harshini, 2015). However, Ramya and Ali (2016) mentioned that consumer buying behavior is a choice, purchase and utilization of goods and services for the utilization of consumer wants. There is presently a scarcity of research on understanding purchase behaviour, especially among Generation Y, relating to low involvement products. Therefore, the focus of this study is on the online purchase behaviour of Generation Y to further understand their online purchase routines. Only Generation Y who had previous experiences with online purchase were selected to participate in this study. Thus, to close the gap, this study aimed to look into the actual behaviour of Generation Y consumers.

Kushairi (2017) mentioned that social media is a trending initiative in Malaysia which acts as a one-stop centre for people from all over the world to connect with one another through visuals and words. In other words, social media allows individuals to share their expressions via virtual communities such as Facebook, Twitter and Instagram. Besides that, social media is addictive enough where people tend to spend more time on these platforms (Kushairi, 2017). Currently, due to demanding usage of internet in Malaysia, Generation Y starts to spend more of their time in social media and this also affects their buying behaviour. Generation Y, regardless of their locations; either in urban or sub-urban are both heavy users of social media. Most importantly, the

concern of this study is to identify the influence of social media marketing of Generation Y in sub-urban areas on low involvement products.

Nowadays, Generation Y prefers online shopping because of its' convenience, save times, cost and more discounts guaranteed from websites. In addition, online shopping is more convenient because items could be purchased and delivered at any customer places (Bernama, 2016). Many online websites such as Lazada, Shopee.my, 11Street and My Fave offer all types of products such as beauty products, apparels, electronic gadgets and home appliances with the lowest price. Therefore, consumers tend to use online shopping as a medium to purchase certain products because of the lower price offered by online websites compared to in-store price. Moreover, consumers always survey price and related products before purchasing (<http://www.sinarharian.com.my>). Consumers can use any device to do online shopping such as desktop, smartphone, laptop and tablet. Besides that, 11Street, one of the online websites do some surveys towards Malaysians' online shopping and their behaviours. There are 80 percent of consumers who do online shopping using smartphones (Harian Metro, 2017). In addition, 89.4 percent of internet users used smartphone to access internet (<http://www.mcmc.gov.my>). Thus, by using smartphones, it is convenience for consumers to do online shopping and surf the internet everywhere at any leisure time.

There are several studies involving young consumer online purchase behavior have been conducted in urban areas such as Lahore, Pakistan (Bashir, Mehboob and Bahtti, 2015); Dhaka City, Bangladesh (Rahman, Islam, Esha *et al*, 2018); Kota Malang, Indonesia (Puspitasari, Al Musadieq and Kusumawati, 2017); Klang Valley, Malaysia (Muda *et al.*, 2016; Dhanapal, Vashu and Subramaniam, 2015). There were only a few research dedicated to understanding Generation Y online purchase behaviour in sub-urban areas. Hence, this study tackles the opportunity to focus on sub-urban areas in Southern Region of Peninsular Malaysia such as Negeri Sembilan, Melaka and Johor. The reason where this study focuses on Southern Region is because numerous past local studies had focused on major cities which is in central region such as Klang Valley (Muda *et al.*, 2016), Kuala Lumpur (Khan, Hui, Chen and Hoe, 2016; Yusop and Sumari, 2013) and Selangor (Sharifi fard *et al.*, 2016). Besides that, it is also convenient

for the researcher to study these chosen regions because the percentage of internet users of this region is the second highest compared to the central region which is 18.6 percent (<http://www.mcmc.gov.my>). Some of the studies on Generation Y online purchase behaviour in Malaysia were conducted are from researchers such as Lim *et al.* (2016); Muda *et al.* (2016) and San *et al.* (2015). However, these studies have limitations, which their focus was only on consumer purchase behaviour from urban areas such as in Klang Valley. Muda *et al.* (2016) proposed to expand the sample size and collection to different areas in Malaysia including sub-urban areas. Therefore, this study found that limited study on purchase behaviour in sub-urban areas Malaysia. Thus, this current study will close the gap by expanding the research scope to include the consumers in sub-urban areas. Thus, it is essential to conduct studies on how social media marketing influences the Generation Y purchase behaviour in sub-urban areas.

Currently, due to the increasing demand of the internet in Malaysia, Generation Y spend a significant amount of their time on social media, and this subsequently affects their purchase behaviour. Generation Y, regardless of their location; either in urban or suburban areas, are heavy users of the social media. Given that fact, the focus of this study is to identify the influence of social media marketing on the Generation Y in sub-urban areas involving low involvement products. Some of the usual or common low involvement products purchased by Generation Y include apparel, beauty products, books and inexpensive electronic gadgets. Hence, it is an opportunity to do a research on low involvement products of Generation Y online purchase behaviour in sub-urban areas because there is a limited research in this scope.

This study had adapted some important dimensions of social media marketing which are online communities and interaction from a study by Karman (2015). His study examined the social media marketing dimensions of online communities, interaction, sharing of contents, accessibility and credibility. The results from Karman (2015) showed the sharing of content dimensions gave more effects to purchase intention. However, past researchers and Karman (2015) indicated that the term word of mouth has similar meaning with sharing content. Past research by Trusov, Bucklin and Pauwels (2009) found that sharing content has similar configuration with word of mouth because

word-of-mouth communication strategies have a greater financial incentive than traditional WOM. Besides that, research by Karman (2015) found that accessibility and credibility dimensions were not significant with the purchase intention. He concluded and proposed to expand his model by including other factors such as entertainment as dimensions to measure the social media marketing. Therefore, by taking up this challenge, this study examined whether entertainment in social media marketing gives influence on Generation Y online purchase behaviour. Furthermore, Muda *et al.* (2016) proposed to extend social media marketing study by including perceived trust in online shopping context to expose methods for online sellers in improving their trustworthiness. Therefore, this study had used perceived trust as a dimension of social media marketing. Importantly, this study had four (4) dimensions of social media marketing namely online communities, interaction, entertainment and perceived trust.

Previous research indicated that there were inconsistent findings of consumer engagement. For example, a study from Guesalaga (2016) found a positive relationship between customer engagement in social media and social media usage. According to Wu, Fan and Zhao (2017) study, community engagement does not affect customer behaviour in online review ratings for short-tenured customers. Additionally, another research from Islam and Rahman (2017) showed that the result of their finding was a negative relationship between conscientiousness and consumer engagement. Besides, a study from Chen (2017), the effects of usefulness and interactivity on consumer engagement were insignificant among millennial Chinese. Due to this inconsistency, thus, consumer engagement is examined as a moderator in this study to focuses on the factors that influence the strength or direction of the relationship between variables. The huge usage of social media worldwide has guided to the belief that this is a valued instrument in supporting consumer engagement (Putter, 2017). According to Greve (2014), an empirical study of consumer engagement on social networking sites is still scarce. His study had contributed the moderating effect of consumer engagement on the brand image-brand loyalty relationship. Thus, this study investigated how consumer engagement acts as a moderator between social media marketing and Generation Y online purchase behaviour.



### 1.3 Research Objectives

1. To examine the influences of social media marketing (online communities, interaction, entertainment and perceived trust) on Generation Y online purchase behaviour.
2. To investigate the moderating effects of consumer engagement on the relationship between social media marketing (online communities, interaction, entertainment, and perceived trust) and Generation Y online purchase behaviour.

### 1.4 Research Questions

1. Does social media marketing (online communities, interaction, entertainment, and perceived trust) influence Generation Y online purchase behaviour?
2. To what extent does consumer engagement moderates the relationship between social media marketing (online communities, interaction, entertainment, and perceived trust) and Generation Y online purchase behaviour?

### 1.5 Scope of Study

The purpose of this study is to examine the influence of social media marketing towards Generation Y online purchase behaviour on low involvement products in sub-urban areas. This study adapted the concept of social media marketing dimensions and consumer purchase behaviour theoretical framework by Karman (2015) and Muda *et al.* (2016) to examine the influence of social media marketing on Generation Y online purchase behaviour. Social media marketing dimensions in this study consist of online communities, interaction, entertainment and perceived trust. Besides, dependent variable

in this study is Generation Y online purchase behaviour. This study also examines the consumer engagement as a moderator.

To conduct this study, a cross-sectional design was used to distribute the questionnaires. This study distributed questionnaires starting from November until December 2017. This study focuses on Generation Y online purchase behaviour in Southern Region of Peninsular Malaysia because this group has the highest interest towards social networks and internet websites (Muda *et al.*, 2016). Based on Department of Statistics Malaysia Population Quick Info 2017, the current population which had been estimated for Generation Y in Southern Region namely Negeri Sembilan, Melaka and Johor for those who age 20 until 39 are 387,000, 329,000 and 1,229,000 (<http://www.dosm.gov.my>). According to Mahadi *et al.* (2016) said Generation Y is too dependent and they are easily influenced by technology, internet and social media. Nowadays Generation Y prefers online shopping because of its' convenience, save times, cost and more discounts from websites. In addition, online shopping is more convenient because the items purchased could be delivered at any customers' places (<http://www.english.astroawani.com>). However, this study focused on low involvement products whereby the frequently purchased products were less compared such as apparel, beauty products, books and inexpensive gadgets offered in online websites. Moreover, Generation Y is currently loved to purchase via the online websites such as Lazada, Shopee.my, 11Street and My Fave with lower prices (<http://www.english.astroawani.com>). Therefore, consumers tend to use online shopping as a medium to purchase certain products because of the lower price offered by online websites compared to the in-store price.



## **1.6 Significance of Study**

### **1.6.1 Academic**

This study delivered a strong contribution to current academic knowledge related to social media marketing, low involvement products towards online shopping and consumer engagement in the context of Generation Y online purchase behaviour. This study has also contributed to the understanding of how social media marketing influences the purchasing behaviour of Generation Y towards low involvement products on online websites. In addition, it has also contributed to how internet gives influences to Generation Y in sub-urban areas to make online purchasing.

### **1.6.2 Industry**

Towards the contribution on industry, this study explored the engagement between companies and Generation Y experiences and expectations by giving feedback and satisfaction after purchasing using online websites. As suggested by Sajid (2016) it provides a window to marketers to not only present items or solutions to customers but also to pay attention to customer's complaints and suggestions. Besides, it would help companies to identify the trends for best seller products and categories which Generation Y loves to explore. Therefore, it can increase subscribers and attracted people visit and used online websites to make online purchasing.

### **1.6.3 Government**

This study also contributed to the government sector in improving technology and connectivity sites for Generation Y in advanced exploration of the internet to get information and knowledge. In addition, it assisted the government in exploring and improving the internet connectivity in sub-urban areas of the Southern Region namely Negeri Sembilan, Melaka and Johor. Hence, this study supported a government program which is Transformation National 2050 (TN50) in order to build up Generation Y minds to become more creative and innovative (<http://www.mytn50.com>)

## **1.7 Definition of Variables**

### **1.7.1 Dependent Variable – Consumer Purchase Behaviour**

Consumer purchase behaviour can be defined as repeated purchase behaviour or repeated patronage by loyal customers with favourable attitudes (Kong, 2006).

### **1.7.2 Independent Variable – Social Media Marketing**

Social media marketing is a planned and systematic process to establish the company's influence, status and brand within societies of potential consumers, readers or groups (Neti 2011).

#### **1.7.2.1 Online Communities**

Online communities represented as community around a mutual interest of products or business developed through the use of social media (Taprial and Kanwar, 2012).

#### **1.7.2.2 Interaction**

Interaction means the ability to add and invite friends into internet networking sites (Taprial and Kanwar, 2012).

#### **1.7.2.3 Entertainment**

Entertainment is the capacity to fulfil individual needs for escapism, diversion, aesthetic enjoyment or emotional enjoyment (Harshini, 2015).

#### **1.7.2.4 Perceived Trust**

Chen (2006) categorized perceived trust into two ways; (1) defining trust as a belief, confidence, attitude or probability about another party's trustworthiness and (2) defining trust as a behavioural intention or behaviour or dependence and involving susceptibility and doubt. Trust in online shopping context as a consumer's willingness to depend on the seller and take action in conditions where such action makes the consumer susceptible to the seller (Jarvenpaa and Tractinsky, 1999).

### 1.7.3 Moderator Variable – Consumer Engagement

Consumer engagement is defined as behaviours that go past dealings and may be exactly defined as a customer's behavioural appearances that have a brand or company focus, past purchase, causing from motivational drivers (Van Doorn, Lemon, Mittal, Nass *et al*, 2010). As described by Patterson, Yu and De (2006), consumer engagement refers to the level of a customer physical, cognitive and emotional dignity in their connection with a service or group.



## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

In this chapter, past literatures are reviewed accordingly to the theoretical framework and also the study's variables such as consumer purchase behaviour, social media marketing dimensions which are online communities, interaction, entertainment and perceived trust. In addition, the past literatures regarding the relationship between variables would also be reviewed. With the literature review, it provides insights on the similarities or arguments between previous researchers which are related to the study.

#### **2.1 Uses and Gratifications Theory (UGT)**

This study applied the Uses and Gratifications Theory (UGT) developed by Katz and Blumler (1974). Uses and Gratifications Theory is a sociological influence of how and why individuals actively seek out specific social media to satisfy specific needs. This

theory is derived to understand the customers' direct goal in social media behaviour and actively interpret and integrated the message (Rubin, 1986). In social media research, Dholakia, Bagozzi, and Klein (2004) said that Uses and Gratifications Theory is used to identify the consumers' need and satisfaction factors to encourage them to participate in social networks. Therefore, Dholakia *et al.* (2004) developed social influence model to encourage consumers' participation in virtual community and he stated by joining social media, people can easily share their ideas and feelings in virtual community. Wu, Wang and Tsai (2010) proposed three (3) important assumptions for this theory which are people actively choose media based on their needs, people choose media based on their wants and interest to fulfil their needs and communication behaviour is different due to social and psychological factors.

Previous studies by Toor, Husnain and Hussain (2017) had used this theory to investigate on how social media influences consumers' purchase intention. Based on the studies assumption, consumers are actively contributed in choosing media. In addition, consumers' personal goals are important rather than the influence of media. The theory assumed consumers seek out the suitable media which fulfil their needs and gratifications. Thus, this theory is supported, which fits well with this study the influence of social media marketing on Generation Y online purchase behaviour.

Theoretical framework in this study had contributed to Uses and Gratification Theory which are integrated of two new dimensions of social media marketing consist of entertainment and perceived trust. Social media marketing dimensions in this study consist of online communities, interactions, entertainment and perceived trust. In line with Uses and Gratifications Theory, Generation Y can choose specific social media marketing to fulfil their specific need and wants. For example, based on the review form the online communities, it's helped Generation Y to choose specific online website to make online purchasing. Additionally, different online websites provide different benefits or advantages such as cash on delivery (COD), free shipping, discounts on birthday and more points and redeem.

For the interactions value, Generation Y have interactions among members in online communities and social media marketing which is they can share information and

knowledge about the product and services. In addition, marketers have interactions with Generation Y to build a long term relationships and to understand Generation Y behaviour. For example, Generation Y have problem regarding the payment process in online websites, thus, customer service in the online websites would help and solve the customer problem in order to fulfil customer need and wants.

Moreover, in terms of entertainment value, Generation Y chose specific online websites to fulfill specific needs because Generation Y attitude more up to date, trendy and youngster. Generation Y enjoy using social media marketing because online websites provided more features to entertain them in the process of making purchase. For example, the entertainment in the online websites would help Generation Y to make a purchasing decision.

For the perceived trust value, Generation Y have trusted the marketer and online websites and they would stay loyal to purchase the products by using online websites that they are highly trust. In addition, suggestion and recommendation from existing consumer in the online communities help potential consumer using the online websites that other members proposed.

Therefore, this theory is applicable to explain this research framework on social media marketing influences Generation Y online purchase behaviour since it is closely related to media and mass communication. Table 2.1 showed several studies used a theory of uses and gratifications by Katz and Blumler (1974).



Table 2.1: Previous studies in the field of social media marketing and social network marketing used a Theory of Uses and Gratifications

<b>No. 1</b>	<b>Author</b>	Toor <i>et al.</i> (2017)
	<b>Title</b>	The Impact of Social Network Marketing on Consumer Purchase Intention in Pakistan: Consumer Engagement as a Mediator
	<b>Variable</b>	<ul style="list-style-type: none"> <li>• Social Network Marketing,</li> <li>• Consumer Engagement</li> <li>• Consumer Purchase Intention</li> </ul>
	<b>Result</b>	<ul style="list-style-type: none"> <li>• Social network marketing found has a significant effect on consumer purchase intention in the context of Pakistan.</li> <li>• Social network marketing significant to consumer engagement.</li> <li>• Consumer engagement have positive related with consumer purchase intention.</li> </ul>



Table 2.1: (continued)

<b>No. 2</b>	<b>Author</b>	Karman (2015)
	<b>Title</b>	The Impact of Social Media Marketing on Brand Equity toward the Purchase Intention of Starbucks Indonesia
	<b>Variable</b>	<ul style="list-style-type: none"> <li>• Online Communities</li> <li>• Interaction</li> <li>• Sharing of Content</li> <li>• Accessibility</li> <li>• Credibility</li> <li>• Brand Equity</li> <li>• Purchase Intention</li> </ul>
	<b>Result</b>	<ul style="list-style-type: none"> <li>• Social media marketing significantly to the brand equity of Starbucks Indonesia.</li> <li>• Online communities, interaction and sharing of content have a direct significant to the purchase intention.</li> <li>• Social media marketing has a significant to the purchase intention</li> </ul>

Table 2.1: (continued)

<b>No. 3</b>	<b>Author</b>	Hossain (2019)
	<b>Title</b>	Effects of uses and gratifications on social media use: The Facebook case with multiple mediator analysis
	<b>Variable</b>	<ul style="list-style-type: none"> <li>• Enjoyment</li> <li>• Passing time</li> <li>• Information seeking</li> <li>• Self-presentation</li> <li>• Social presence</li> <li>• Social interaction</li> <li>• User habit</li> <li>• Subjective norm</li> <li>• Usage intention</li> </ul>
	<b>Result</b>	<ul style="list-style-type: none"> <li>• UGT has a significant total effect on UGT, and user habit and subjective norm partially mediate this relationship.</li> <li>• UGT is tremendously important in designing the user's intention in the SNS context.</li> <li>• User habit is an important factor that influences the usage intention, and largely mediates the relationship between UGT and usage intention.</li> <li>• UGT has significant direct effect on usage intention of Facebook, and user habit and subjective norm are significant mediators in the relationship between UGT and usage intention</li> </ul>

Table 2.1: (continued)

<b>No. 4</b>	<b>Author</b>	Phua, Jin and Kim (2017)	
	<b>Title</b>	Gratifications of using Facebook, Twitter, Instagram, or Snapchat to follow brands: The moderating effect of social comparison, trust, tie strength, and network homophily on brand identification, brand engagement, brand commitment, and membership intention	
	<b>Variable</b>	<ul style="list-style-type: none"> <li>• Passing time</li> <li>• Showing affection</li> <li>• Following fashion</li> <li>• Sharing problems</li> <li>• Demonstrating sociability</li> </ul>	<ul style="list-style-type: none"> <li>• Improving social knowledge</li> <li>• Brand community identification</li> <li>• Brand community engagement</li> <li>• Brand community commitment</li> <li>• Brand community membership intention</li> </ul>
	<b>Result</b>	<ul style="list-style-type: none"> <li>• Snapchat users scored highest for passing time, sharing problems and improving social knowledge, while Instagram users scored highest for showing affection, following fashion and demonstrating sociability.</li> <li>• Twitters users had highest brand community engagement and commitment.</li> <li>• Attention to social comparison, SNS trust, tie strength and homophily also significantly moderated the relationship between frequent use of each SNS to follow brands and brand community-related outcomes.</li> </ul>	

## 2.2 Low Involvement Product

Low involvement product is defined as a less important, less perceived risk, low symbolic value and emotional appeal (Park and Yoon, 2017). Subsequently, for the same reason made by Kotler and Armstrong (2010), they demonstrated that low involvement products can be classified as convenient products which are frequently purchased with lower prices and little comparison done or shopping effort compared to high involvement products. Low involvement product is not a vital concern and does not have any great impacts to consumers' lifestyle, thus it is a product that is bought frequently with a minimum effort (Ndubisi and Moi, 2006). According to Lin and Chen (2006), low involvement products are merchandises which normally involve slightly to no information search by consumers before the actual buying activity.

Hence for the purpose of this study, the definition of low involvement product in this study is consistent with the definition proposed by Kotler and Armstrong (2010) which is low involvement product can be classified as a convenient product which is frequently purchased with a lower price and little comparison done or shopping effort compared to the high involvement product.

## 2.3 Generation Y

According to Muda *et al.* (2016), Generation Y indicates to the generation born between 1980's and early 1990's. Bolton *et al.* (2013) mentioned Generation Y can be defined as people who were born between 1981 and 1999. Besides, people who were born between 1981 and 1994 can be described as Generation Y (Zhang, Omran and Cobanoglu, 2017). In addition, Generation Y can be described as a generational cohort and also identified as individuals who were born between 1980 and 1999 (Gurau, 2012; Selvarajah and Alagrisamy, 2017). Moreover, Hess and Jepsen (2009) defined the Generation Y is those who are born between the year of 1980 and 2000. Correspondingly, Queiri, Dwaikat and

Yelwa (2016) also noted that the meaning of Generation Y birth scope is nearly reliable with the category of the labour force groups specified by the Malaysian Department of Statistics as the first division is in the range of 15 to 34 years old.

Interestingly, this was also noted by Muda *et al.* (2016) who highlighted Generation Y as tech savvy since they grew up in the information age and exposed to use media on daily basis. Additionally, Generation Y is the major group of individuals who exploit the internet as a channel for shopping. These tech-savvy Millennials are important and targeted audience for vendors and firms because they have significant purchasing power (Parment, 2013). Parment (2011) claimed that Generation Y came throughout the era of economic development, keen appearance of social media and representativeness television and declining of modernist standards, reinforced by internationalization and strong effects from popular culture. Furthermore, Kim (2008) mentioned that Generation Y is a self-assured, optimistic cluster that feels inspired to take positive achievement when things are wrong and has multi-tasking capabilities due to this group excessive promptness and power. Palfrey and Gasser (2013) said that major parts of Generation Y lives and daily activities are refereed by digital technologies; social communications, friendships, community activities and interests.

Hence for the purpose of this study, the definition of Generation Y in this study is consistent with the definition proposed by Selvarajah and Alagrisamy (2017) as well which is Generation Y can be identified as any individual who was born between 1980 and 1999.

## **2.4 Purchase Behaviour**

According to Hawkins, Mothersbaugh and Mookerjee (2010), purchasing a product in regularity is called purchase behaviour. Consumer purchase behaviour can be defined as repeated purchase behaviour or repeated patronage by loyal customers with favourable attitudes (Kong, 2006). Purchase behaviour is more towards a long term purchase and

purchase intention as a near term whereby it is seen as a swift purchase (Newberry, Klemz and Boshoff, 2003). According to Sun, Wei, Lu, and Pan (2017), consumer purchase behaviour helps to understand the influential factors on purchase decision and recognise what and why customers make a purchase. In addition, firms can also figure out customers' reactions and responses towards their marketing strategies.

According to Kharde and Madan (2018), buying behaviour mentions to the assortment, purchase and consumption of products and services for the satisfaction of essentials and desires. Additionally, buyer behaviour is more of a procedure which involves a consecutive implementation of individual activities. Moreover, Perrini, Castaldo, Misani and Tencati (2010); Ibitoye, Nawi, Man and Kamarulzaman (2014); and Rani (2014) stated that buying behaviour is a determination process and significant to note that the buying behaviour might finish with purchase decision based on the characters of the individual led by the culture, subculture, social class, association groups, family, personality and psychological aspects.

Hence for the purpose of this study, the definition of purchase behaviour in this study is consistent with the definition proposed by Kong (2006), which is consumer purchase behaviour can be defined as repeated purchase behaviour or repeated patronage by loyal customers with favourable attitudes.

## **2.5 Online Purchase Behaviour**

According to Katta and Patro (2016), online shopping behaviour is individual's overall perception and evaluation of the product or service during online shopping which could in a positive or negative feedback. Besides, Li and Zhang (2002) stated that online shopping behaviour relates to customer psychological condition about the completion of online buying. Moreover, online buying or shopping refers to the process of exploring and buying products or services across the internet (Varma and Argawal, 2014). Lee and Johnson (2002) mentioned that people receive several different results which are

products, information and pleasure in terms of shopping activity. Additionally, shopping includes both information searching behaviour and purchasing behaviour. Moreover, Pavlou (2003) stated that online transactions are involved of three steps which are information recovery, transmission of information and good purchase.

Previously, researchers discovered that common of internet purchasing behaviours consists of one-time purchasers (Bulkeley and Carlton, 2000). Thus, the test for many e-tailers remains in encouraging one-time purchasers to become repeat and/or site-loyal customers. Donthu and Garcia (1999) said that earlier research propose that internet shoppers have a better tendency to pursue variety than do non-internet shoppers. Importantly, internet shoppers have unmatched chances to evaluate product characteristics and prices through the several search engines existing (Smith and Sivakumar, 2004). The advancements of the internet have changed online purchase behaviour as a result of the changing dynamics that surround it (Roy, Datta and Mukherjee (2018). Rahman and Mannan (2018) mentioned that online purchase behaviour can be developed through the innovative use of web technologies and online brand familiarity which are currently growing at a rapid pace and eclipsing traditional buying processes. Additionally, this phenomenon has caused the rapid market entry of numerous online sellers.

Hence for the purpose of this study, the definition of online purchase behaviour in this study is consistent with the definition proposed by Varma and Argawal (2014), in which online buying or shopping refers to the process of exploring and buying products or services across the internet.

## **2.6 Consumer Engagement**

According to Patterson, Yu and De-Ruyter (2006), consumer engagement is a relationship with the service organisation as a level of customer physical, cognitive and emotional presence. Consumer engagement can be described as the cognitive and



affective commitments to an active relationship by the website to communicate the brand value (Mollen and Wilson, 2010). Zailskaitė-Jakstė and Kuvykaitė (2013) viewed consumer engagement as a strategic factor to help and maintain a competitive advantage and allowing anticipation for future directions of business development. Besides, Vivek, Beatty and Morgan (2012) defined consumer engagement as the individual participation of strength and connection with the organisation which offering and activities were introduced by customers or the organisation. Next, consumer engagement comprises the cognitive and emotional aspects which are a part of psychological process (Bowden, 2009). In other words of consumer engagement behaviour, Van Doorn, Lemon, Mittal, Nass, Pick, Pirner (2010); Pham and Avnet (2009) defined engagement primarily with reference to a specific customer activity types or patterns. Brodie, Hollebeek, Jurić and Ilić (2011) mentioned that the consumer engagement is known as a co-creation and interactive consumer experiences with the object that prompt to a specific psychological state.

Consumer engagement is a central element of social media which enables connection, communication and engagement of brands and consumer (Kujur and Singh, 2017). Definition of consumer engagement from the Advertising Research Foundation is a surrounding context that turns prospective customer to a brand idea (Burns, 2006). According to Safko and Brake (2009), level of involvement, interaction, intimacy and influential of customer with a brand over time is called an engagement.

According to Farook and Abeysekara (2016), consumer engagement is a two-way interaction between company and customer that develops an emotional connection with its customer and they focused on interaction with them and their participation. Knowledge exchange is the key element of consumer engagement whereby information and communication technologies present huge company opportunities in exchanging knowledge and engaging with customers (Vivek, 2009). To create value among consumers, marketers take the advantage of social media to engage with consumers. Thus it is proven that social media as a medium to strengthen the business promotion (Toor *et al.*, 2017).



According to Greve (2014), customer engagement can take place online or offline. Offline engagement is the nature of engagement, but is qualitatively different from online engagement because online engagement offers ways to communicate and socialize which cannot be replaced by an offline medium. Offline engagement is mainly a one-way communication, such as word-of-mouth, reviews or referrals. In contrast to this, online media provides customers' opportunities on not only to engage but also to discuss and interact in discussion forums, blogs or social media platforms like Facebook or Twitter. Online customer engagement is a cognitive and affective commitments to an active relationship with the brand as personified by the website or other computer mediated entities designed to communicate brand value (Mollen and Wilson, 2010). In addition, some common used limits of onsumer engagement are "liking", "sharing", and "commenting" on brand pages (De Vries *et al.* 2012).

Hence, this study adapted definition from Kujur and Singh (2017) which mentioned that consumer engagement is the central element of social media that enables connection, communication and engagement between brands and consumers. Consumer engagement is conceptualized as a unidimensional variable and it is a moderating role in anticipating on the influences of social media marketing on Generation Y online purchase behaviour towards low involvement product.

## **2.7 Social Media Marketing**

Some of social media terms used from the past research namely social networking, social media and social media marketing. According to Wells (2011), social networking uses social media to have an interaction and directly contact other personnels and have relationships with them. Social media is an advanced technology which facilitates interactivity and co-creation to allow the improvement and sharing of user-generated content among organisations and individuals (Filo, Lock and Karg, 2015). Maoyan *et al.* (2014) explained social media as a network and technology that creates hot news for internet users and conveys information to others.

Social media marketing is a medium in which the consumer and business party may communicate within limited time that allows all parties to use, experience and gain benefit for all parties involved (Dwivedi, Kapoor and Chen, 2015). In addition, social media marketing is a tool to create, communicate, deliver and exchange offers that is valuable for organisations, stakeholder and social media technologies, channels and software (Tuten and Solomon, 2015). According to Maoyan *et al.* (2014), social media marketing is known as community marketing and it is also a kind of internet model with several social networking sites, in which would help to achieve marketing objectives. According to Chi (2011), social media marketing is a connection between brands and consumers. It also provides a way for consumers to socially interact and centralize the networking (Chi, 2011). Neti (2011) defined social media marketing as a strategic and methodical process that establishes company influence, reputation; and brand within the communities of potential consumers, readers or supporters. Social media marketing focuses to deliver content which can draw readers attention and encourage them to share (Chary, 2014).

Corporate message is easily distributed to everyone by word of mouth from trusted third party source is a goal of using the social media marketing (Zai, 2015). High usage of social media becomes popular as a marketing tool, so the establishment and management for customers' relationship have been found on influencing consumer shopping behaviour (Lagrosen and Grundén, 2014). According to Khan and Jan (2015), social media marketing is to reach a consumer on the virtual networks and it is a new marketing strategy which is almost all businesses adopt it. An innovative tool to create a strong public relation with the customer in virtual network is a social media marketing (Jan and Khan, 2014).

Hence, for the purpose of the study, social media marketing is conceptualized with four (4) dimensions namely online communities, interaction, entertainment and perceived trust. The definition of social media marketing is adapted from the definition by Neti (2011) defined social media marketing as a strategic and methodical process that establishes company influence, reputation; and brand within the communities of potential consumers, readers or supporters. The following division would thoroughly

discuss on the definition of each dimensions of social media marketing and its relationship with online purchase behaviour.

### **2.7.1 Online Communities**

Taprial and Kanwar (2012), online communities are the interest among communities on the product or business developed through social media. Chu (2009) described online communities as a new method for shared information and knowledge exchange. Pitta and Flower (2005) defined the online communities as a forum which is formed for a specific area such as conveying product information. Consumers can post their opinion regarding their satisfaction on certain products after the consumption. Consumers can initiate a forum thread within the areas in online communities regarding various topics and these topics would continue in future for new readers upcoming reference and to widen their knowledge (Pitta and Fowler, 2005). Moreover, Balakrishnan, Dahnil, and Yi (2014) claimed that community members commitment to the community results in extra part to the brand around which is the community is focused and ultimate can lead to purchase intention with the positive word of mouth.

Correspondingly, Balakrishnan *et al.* (2014) also stated that online social networking is defined as a socialization activity in online environment when internet users share and exchange their ideas in online relationships. Other scholars such as Ridings and Geffen (2004) described that organizations have better opportunities with customer relationship management system in online communities. Online community refers to a place to share information and knowledge about product and service (Chen, Xu, and Whinston, 2011). As stated by Islam and Rahman (2017), a high usage of internet by consumers, organizations create online communities to engage with their consumers. Interestingly, Rheingold (2000) also highlighted that the virtual or online communities is a social interaction to form webs of personal relationship in cyberspace which is a time-consuming public discussion especially human feeling. Jang *et al.* (2008) mentioned the development of the internet and human's desire to connect has

stimulated the emergence of online communities. Next, Zhou and Amin (2014) stated that the new social platform for people to interact and communicate with each other about their hobbies are online communities. Meanwhile, Hsu *et al.* (2015) defined that online community is a virtual community that occurs online and whose members its presence by taking part in membership ritual. Meng and Cao (2009) mentioned online community is the preparation of organization, data, communication technology and a computer network which is the source of information, the method and the means of the computer. Online communities meet persons with concentrated needs and appeals around an organizational practice, such as brands, services, or goods, or a common subject of interest (Dub é Bourhis & Jacobs 2006).

Hence, for the purpose of the study, the conceptualization of online communities is adopted from Taprial and Kanwar (2012) which is online communities are the interest among communities on the product or business developed through social media.

### **2.7.2 Interaction**

According to Taprial and Kanwar (2012), interaction means the ability to add and invite friends into the internet networking sites. Interaction would help users to connect, share and communicate with each other in real-time. These views are consistent with the claimed made by Gallagher and Ransbotham (2010) and Kaplan and Haenlein (2010) where the researchers pointed out that social media interaction is the key of changing a communication between brand and consumer. In order to meet mutual interest related to product or services, social interaction acts as a platform to contribute the ideas (Muntinga, Moorman and Smit, 2011). According to Kim and Ko (2010), interaction in social media is important; hence, social media itself acts as a communication tool to improve consumer experience. Qiu and Beanbasat (2005) claimed that the best marketing strategy is offering information and interactivity of product or service. Interactivity or interpersonal communication is applied for Social Network Marketing medium (Stromer-Gally, 2004).

According to Maoyan *et al.* (2014) research, interaction is one of the social media marketing's impact factors. Therefore, social media marketing communication platform rapidly response question from customer and excessive promote the activities to loyalty customer. Social interaction in social commerce is an interaction between consumers whereby consumers discussion takes place, they exchange information and they also recommend and give feedback of specific products (Sun *et al.*, 2017). Social interaction signifies to the reason that inspires the social media users to connect and interact with others (Whiting and Williams 2013). Other term for interaction is interactivity. For online sides, Fiore, Kim and Lee (2005) stated that interactivity on websites includes better communication for consumers and probably to adapt displayed information, image manipulation and entertainment. Image interactivity offers an innovative way to present an attribute and stimulate product in a virtual world (Kim, Fiore and Lee (2007). According to Berselli, Burger and Close (2012), interaction is a Facebook page or Twitter account which can notify its entire followers immediately and simultaneously. Broadcasting, up-to-date and consumers relevant information have greater interaction with the online community in social networking sites (Fischer and Reuber, 2011).

Hence, for the purpose of this study, the conceptualization of interaction is adopted from Taprial and Kanwar (2012), which is interaction means ability to add and invite friends into internet networking sites.

### **2.7.3 Entertainment**

Babin and Attaway (2000) defined entertainment as dimensions of aesthetic response and value related to intangible and hedonic attributes in shopping. Agichtein, Castillo, Donato, Gionis, and Mishne (2008) claimed that fun and play from social media experiences are considered as entertainment. Being entertained, amused and experienced enjoyable experience are hedonic perspective views for social media users as pleasure seekers (Manthiou, Chiang and Tang, 2013). Hoffman and Novak (1996) mentioned that

entertainment is a high degree of individuals interaction and involvement with social media that has positive effects and mood that leads to concurrent subjective perceptions. According to Eighmey and McCord (1998), entertainment is a web media that provides fun and entertainment to media users. McQuail (1985) defined entertainment as a channel to get away from challenges, increasing inborn social and aesthetic enjoyment and looking for emotional release. Entertainment is the capacity to fulfil individual needs for escapism, diversion, aesthetic enjoyment or emotional enjoyment (Harshini, 2015).

According to Kujur and Singh (2017), online consumers involve with the brand when there is an entertaining content on the brand post and buzz between a consumer which in turn helps in looking for brand awareness, image building and leverage. Muntinga *et al.* (2011) discovered that the main motivation for online engagement over brand is found in the entertaining value which related with the content of consumption, contribution and creation.

Hence, for the purpose of this study, the conceptualization of entertainment is adopted from Harshini (2015), which is entertainment is the capacity to fulfil individual needs for escapism, diversion, aesthetic enjoyment or emotional enjoyment.

#### **2.7.4 Perceived Trust**

Perceived trust is a personal sense that refers to a sensation of trustworthiness and care (Mayer *et al.*, 1995). Chen (2006) categorized perceived trust into two ways; (1) defining trust as a belief, confidence, attitude or probability about another party's trustworthiness and (2) defining trust as a behavioural intention or behaviour or dependence and involving susceptibility and doubt.

Trust is a hope that other persons or groups will present moral, socially appropriate and reliable behaviours (Gefen *et al.*, 2003). Pavlou and Fygenson (2006) mentioned that trust is a belief that the counter party will meet the hopes without abusing

the susceptibilities of trustee. Besides that, trust is one of most highly challenging terms, whose concept is hardly upon by researchers within diverse academic, disciplines, due to the differences in viewpoints about the concept (Hong and Cho, 2011). In marketing, trust has been described as a psychological state including intention to receive vulnerability based on positive hopes of the intention of others (Singh and Sirdeshmukh, 2000). Trust is a continuous reaction grown over time after post-purchase assessment and it enlarges customers' beliefs that service providers will not involve in unscrupulous behaviour (Palmer, 2008; Kotler and Keller, 2012). In other words, customers feel safe and confident in continuing their relationships with service providers if they feel that the service providers are trustworthy (Saleem, Zahra and Yaseen (2017).

In the internet background, online trust is regarded as customers developing positive imitations of e- commerce sites (Urban *et al.*, 2009). Trust in online shopping context as a consumer's willingness to depend on the seller and take action in conditions where such action makes the consumer susceptible to the seller (Jarvenpaa and Tractinsky, 1999). In electronic commerce, trust plays an important part when a customer makes purchases, since a purchase choice has to be made in the face of doubt, (Hong, 2015). Trust is the greatest important factor in the connection between buyer and seller especially in e-commerce (Sonja and Edwald, 2003)

## **2.8 Relationship among the Variables**

### **2.8.1 Relationship between Online Communities and Generation Y Purchase Behaviour**

Many literatures have described that online communities have a significant effect on purchase intention (Balakrishnan *et al.*, 2014; Karman, 2015). Online communities are important factors in influencing consumer purchase behaviour because consumers stay up-to-date to get information about brands development and products available on online



communities (Bilal, Ahmed and Shahzad, 2014). According to As'ad and Alhadid (2014) point of view, the items of the online communities have the highest mean in their studies. This shows that customers have searched information about services and obtained information from each other. Additionally, Kim and Hong (2010) claimed that to develop and sustain good connection with customers, an online website should recognize customers' purchasing behaviour. As specified by Malmivaara (2011), customers' impression towards information is much convenient when online communities expose information and marketing messages that will affect them to make purchase behaviour. By using the influence of members' feedback, the communities shall put upfront the reason of information sharing than just simply commercial reason (Karman, 2015). Hence, community members who are actively participated in social media would help to generate the content (Laroche, Habibi, Richard and Sankaranarayanan, 2012).

Wasko and Faraj (2000) found out that people will more likely to participate in online communities due to physical reappearance for example promotions, raises and discounts or intangible returns such as status, moral requirement and relationships. More importantly, Bowden (2009) reported that customers interact with each other in online communities and potential marketers found the necessary to put themselves in these communities. In the study of Choraria (2012) regarding the factors of determining the flow of information among the online community users, the study found that both perceived usability and perceived sociability have significant predictors of information flow (seeking and contribution) in the online community. Meanwhile, a study by Hsu *et al.* (2015) about the factors affecting the satisfaction of an online community for archive management in Taiwan supported that participants' image of the brand is significantly positive affecting their satisfaction in the online community towards archive management. The result of the study also showed that participants' trust towards archivists significant and positive affect their satisfaction in the online community towards archive management. Therefore, based on the previous studies, this study highlights on the hypothesis:



H1a: *When Generation Y is involved in online communities in Social Media Marketing, this will have a positive influence on their online purchase behaviour.*

### **2.8.2 Relationship between Interactions and Generation Y Online Purchase Behaviour**

Balakrishnan *et al.* (2014) suggested that interactions in the virtual communities can develop online trust from online consumers. Therefore, present chances help online retailers to further understand their customers' needs in participating and engaging their customers in virtual communities in websites. Immediate recommendations and responses from customers help online marketers to plan their marketing tactics effectively in order to capture market share (Balakrishnan *et al.*, 2014). Kim and Ko (2010) stated that interaction in social media is vital as it enables communications, whereby social media as a communication tool may improve users experience. Another key point to remember, Kim and Ko (2010) mentioned that social media could happen in a form of two-way communication. Studies derived from Kim and Ko (2012), interaction are important for customer share info and opinion on social media.

Next, according to Adjei, Noble and Noble (2010), consumers use the internet as a medium for pre-purchase information gathering. There is also information sharing on any products including customers' experiences provided by the customers themselves on the online brand communities. Yang (2016) reported that consumers can recommend their favourite products via websites, emails, bulletin boards and virtual community too. Before making any purchase decisions, customers may use the network platform to browse the information of the products and review comments given by other users (Wenting, 2016). Right after they have bought the chosen products via the websites, they may leave comments or remarks for other users' review purposes.

Das and Mandal (2016) pointed out that interactions in social media need to bear the potentiality of recreating the brand perception as a sacred perception to young

consumers in Asia. Sarkar, Sarkar and Ponnampalnam (2015) interaction between young populations over social media can have main influence in determining the perception of brands as being blessed among the young consumers. Additionally, Bulut (2016) reported that interaction among customer and online seller take place in surroundings of doubt. Therefore, based on the previous studies, this study highlights on the hypothesis that:

*H1b: When Generation Y interacts in Social Media Marketing, this will have a positive influence on their online purchase behaviour.*

### **2.8.3 Relationship between Entertainment and Generation Y Online Purchase Behaviour**

Kim and Ko (2010) found that entertainment affects more variables than other properties. According to (Lin and Lu, 2011; Sledgianowski and Kulviwat, 2009), the most crucial factor affecting the behaviour of social network users is entertainment. Raney, Arpan, Pashupati and Brill (2003) reported that a positive evaluation on entertaining elements is gained with better-quality information from recipients to lead and re-visit a website compared to the information without entertainment features. Khan *et al.* (2016) proposed that entertaining contents inspire and influence brand fans to consume and participate. Meanwhile Kaye (2007); Muntinga *et al.* (2011); Park *et al.* (2009) defined entertainment as a strong reason for social media use. Shao (2009) found entertainment a strong motivation for intense user-generated content (UGC). Park *et al.* (2009) mentioned that social media participates in some degrees that drives by entertainment. Muntinga *et al.* (2011) found that social media customers get through brands with connected content such as enjoyment, relaxation and pastime. Studies from Kim and Ko (2012) highlighted that interaction are important for customer share info and opinion on social media.

According to Monsuwe, Dellaert and Ruyter (2004), their study found that online shopping results in offering fun experience compared to the regular shopping task completion. The buying of goods may be related to the experience of online shopping. Thus, enjoyment means consumer perceptions concerning the possible entertainment of Internet shopping. Childers, Carr, Peck and Carson (2001) stated that enjoyment must be consistent as this element has a strong attitude towards online shopping. Consumers like to adopt the internet as a shopping medium if they enjoy their shopping experience towards online shopping. Therefore, based on the previous studies, this study proposed hypothesis:

*H1c: Entertainment in social media marketing has a positive influence on Generation Y online purchase behaviour.*

#### **2.8.4 Relationship between Perceived Trust and Generation Y Online Purchase Behaviour**

According to Muda *et al.* (2016), trust becomes the key element since the virtual environment is higher in transaction doubt rather than the traditional setting. Their study highlighted that perceived trust has a strong significant relationship with the intention of Gen Y to purchase online. Lau and Lee (1999) found that a positive behaviour on customer trust would develop individual intention to purchase and suggest to others. According to Kim and Ko (2012), when customers love the entertainment and communications on sites, it contributes trust which is a huge chunk towards extra brand profit.

According to Razak, Marimuthu, Omar and Mamat (2014), the impact of customers trust towards online shopping is to possess no doubt even though people have different opinions on online trust. In addition, online trust is developing as a potentially central aspect on the highest of e-commerce surroundings. This is supported by Kimery and McCard (2002), where they claimed that customers have both positive and negative

expectations on online trust that customers are willing to enable and accept online transaction on future online shopping behaviour. Sonja and Edwald (2003) reported that in e-commerce sector, trust is the most crucial factor in buyer-seller relationship. Meanwhile according to Gefen and Straub (2004); Pavlou and Fygenson (2006), trust is the main factor in which it is conducted in retail outlet around the offline world or over the internet. In a research performed by Kiran, Sharma and Mittal (2008), they studied on various factors affecting online buying behaviour and attitude towards online shopping which focuses on the basis of trust.

Lee and Turban (2001) reported that the most frequent reason for consumers to not do shopping on internet is due to lack of trust. Monsuwe *et al.* (2004) found that shopping on the internet is more challenging for many consumers since the shopping medium is relatively new and most of them are lack of experience. Rotter (1971) found that people rely on their general disposition to trust. According to Doney and Cannon (1997), salesperson is the main issue of trust in retail setting where the consumer trust is depending on the salesperson expertise. In addition, Lohse and Spiller (1998) reported that a physical salesperson can be replaced by using “help buttons” and “search features” in online shopping and hence, removed the basis consumer trust in the shopping experience.

According to Razak *et al.* (2014), online trust and online repurchase intention have significant relationships between them. They added that customers trust unusually influences on customers repurchase intention based on several studies. Thus, the higher the degrees of customers trust on the website, the higher the possibility for customers to shop on the website. When customers have the trust to shop online, they are willing to log onto the online websites, browse goods and repurchase online.

A relationship between trusting beliefs and trusting intentions such as trustworthiness and trusting propensity were investigated by Colquitt, Scott and LePine (2007). According to Kim, Xu and Gupta (2012), their studies investigated the impact of perceived price and trust on consumer purchase decision but failed to include other important constructs like the image of e-vendor, their benevolent characters and integrity. Therefore, based on the previous study, this study hypothesized that:

H1d: *When Generation Y have a strong perceived trust in social media marketing, this will have a positive influence on their online purchase behaviour.*

#### **2.8.5 The Moderating Role of Consumer Engagement on The Relationship between Social Media Marketing (online communities, interaction, entertainment and perceived trust) and Generation Y Online Purchase Behaviour**

This study used consumer engagement as a moderating role in the relationship between social media marketing (online communities, interaction, entertainment and perceived trust) and Generation Y online purchase behaviour. A moderator is a qualitative or quantitative variable that affects the direction or strength of the relation between independent and a dependent variable (Baron and Kenny, 1986). However, little research about consumer engagement playing as a moderating role. Previous study by Greve (2014) used consumer engagement as a moderating role concerning on the brand image – brand loyalty relationship. However, there was a study which considering the consumer engagement has been found conducted by Guesalaga (2016). The study found a positive relationship between customer engagement in social media and social media usage in sales. Farook and Abeysekara (2016) found that social media marketing is the factor which leads to a significant impact on consumer engagement. It can be concluded that, the higher the influence of social media marketing, the higher the customer engagement would be. A few interesting findings regarding the consumer engagement have been found in the study conducted by Barhemmati and Ahmad (2015) whom explored the effects of social network marketing on consumer purchase behaviour through customer engagement. Finding demonstrated that there is a positive relationship between social network marketing and customer engagement but the relationships between them are not so strong. The study also found that consumer engagement has a positive relationship with consumer purchase behaviour and consumer engagement is crucial in understanding customer's feedback to a specific product or brand.

Correspondingly, Toor *et al.* (2017) in their study examined the impact of social network marketing on consumer purchase intention and how it is affected by the mediating role of consumer engagement. The study found that social network marketing is found to have a significant effect on consumer engagement. Furthermore, consumer engagement is positively related with consumer purchase intention. The finding of the study reported that consumer engagement mediates the relationship between social network marketing and consumer purchase intention. Meanwhile, in a different study conducted by Thakur (2018) found that consumer engagement mediates the relationship between trust and online review intention. In a different study done by Islam, Rahman and Hollebeek (2017) regarding the personality factors as predictors of online consumer engagement revealed that there is a significant positive effect of Big Five personality traits (openness to experience, extraversion, agreeableness and neuroticism) on consumer engagement.

The relationship between consumer engagement and online communities can be stated that consumer engagement, as a budding phenomenon, has progressively been familiar with academic research and business practice, with numerous studies examining consumer engagement in the context of online communities and social networks (Breidbach *et al.*, 2014; Brodie *et al.*, 2011 and Van Doorn *et al.*, 2010).

The relationship between consumer engagement and interaction can be stated that consumer engagement behaviour on social media includes a diversity of activities, reaching from using content to contributing in conversations and interacting with other consumers (Heinonen, 2011). Additionally, consumer engagement behaviour on social media hence enlarges the possibility of viral messages (Kaplan and Haenlein, 2011), and make ambient through continuous reception and swap of information (Kaplan, 2012).

The relationship between consumer engagement and entertainment referred the studies from Kim, Spiller and Hettche (2015) which is posts with photos were very likely to obtain likes, comments and shares. Whether consumers appoint with content on social media is influenced by how entertaining, educational and attracting the content is (Barger, Peltier and Schultz (2016).

The relationship between consumer engagement and perceived trust was mentioned by Thakur (2018) in his study of consumer engagement and online reviews. He stated that which is trust in the retailer, an optimistic concept, thus, is likely to reinforce the effect of customer engagement (a positive association) on online review intention. Therefore, based on the previous study, this study hypothesized that:

*H2a: Consumer engagement moderates the relationship between online communities and Generation Y online purchase behaviour.*

*H2b: Consumer engagement moderates the relationship between interactions and Generation Y online purchase behaviour.*

*H2c: Consumer engagement moderates the relationship between entertainment and Generation Y online purchase behaviour.*

*H2d: Consumer engagement moderates the relationship between perceived trust and Generation Y online purchase behaviour.*





## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.0 Introduction**

This chapter outlines the research methodology of this study which includes the framework of study, research design, population of study, sample size, data collection technique, instrument design, measure of variables, data analysis, questionnaire pretesting and summary of analysis. Each of the sections are explained in details in this chapter.

#### **3.1 Research Framework**

The purpose of this study is to determine the influence of social media marketing on the consumer purchase behaviour of low involvement products among Generation Y online purchase behaviour in sub-urban areas with the moderating role of consumer engagement. The independent variables consist of online communities, interactions,



entertainment and perceived trust while the moderator variable is consumer engagement. These two (2) variables are tested to comprehend the relationship with the Generation Y online purchase behaviour, which is the dependent variable in this study.

In this study, the research framework is adapted from Karman (2015) and a moderator variable is added in the existing framework. The framework is represented in figure 3.1 which shows the relationship between the independent variable, dependent variable and moderator variable.

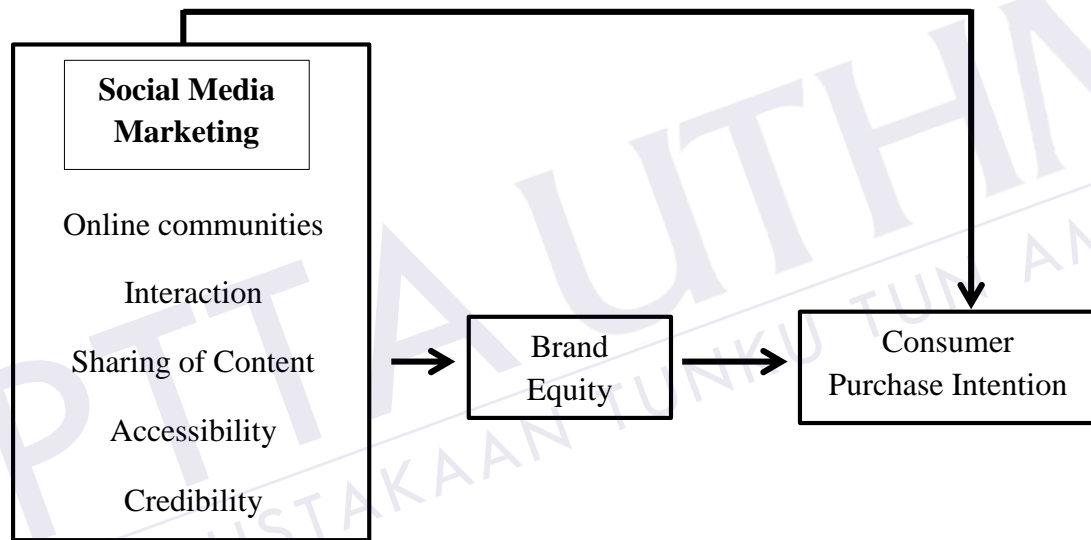


Figure 3.1: Theoretical framework of relationship between social media marketing dimensions and consumer purchase intention mediating by brand equity (Karman, 2015)

Figure 3.1 as shown above is the theoretical framework from a research done by Karman (2015). His study has five (5) social media marketing dimensions which consist of online communities, interaction, sharing of content, accessibility and credibility. Brand equity acts as the mediating role in his study and the dependent variable in this theoretical framework is the consumer purchase intention. This study, however, adapted dimensions of online communities and interaction because Karman (2015) found that

these dimensions are significant to purchase intention. However, the study from Karman (2015) found that the dimension of sharing of content has similar meaning the term of word of mouth and the dimension of accessibility and credibility are not directly significant to the purchase intention.

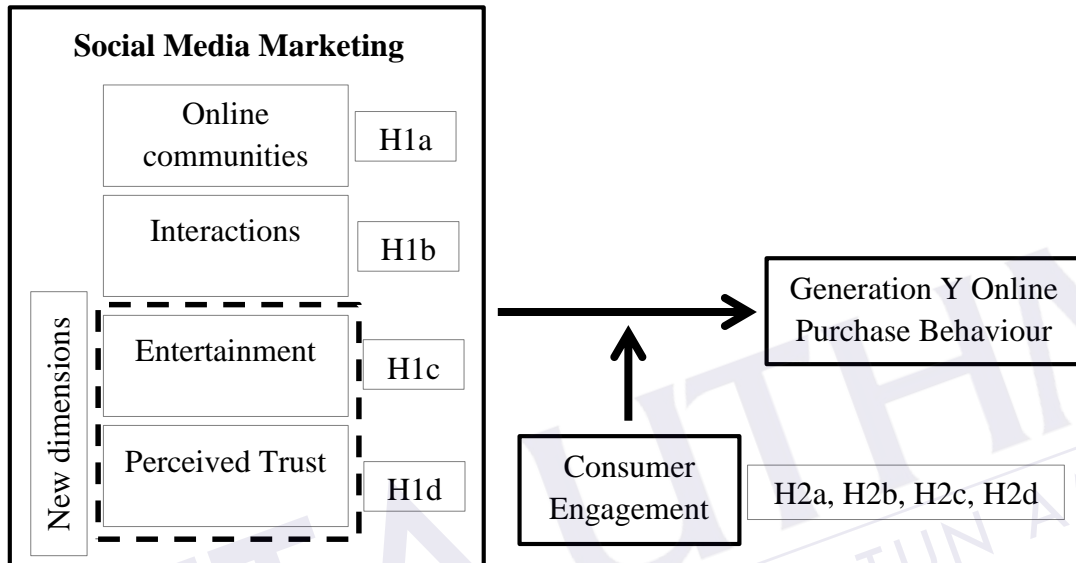


Figure 3.2: Theoretical framework of social media marketing dimension and Generation Y online purchase behaviour with the moderator role of consumer engagement

This study examined new dimensions which are entertainment, perceived trust and consumer engagement. The entertainment dimension was proposed by Karman (2015) and perceived trust dimension was proposed by Muda *et al.* (2016). The moderator of consumer engagement was adopted from the study implemented by Greve (2014).

### 3.2 Research Design

This study used the quantitative method to examine the theory which is able to measure precisely the outcome (Karman, 2015). Quantitative approach is an empirical research

to determine the influence of social media marketing on consumer purchase behaviour of low involvement products among Generation Y in sub-urban areas.

The nature of this study is a descriptive study in which to describe the characteristics of the variables and profile of Generation Y online purchase behaviour in sub-urban areas. Hence, this study applied a correlational study by using a cross-sectional study since the present study is interested to find out the influence of the variables.

This study had used quantitative method whereby a survey design was used to determine the influence of social media marketing and consumer engagement on Generation Y online purchase behaviour. Compared to qualitative approach, the quantitative approach is simpler in analysing the information by using the SPSS software.

### 3.3 Population of Study

This study specifically involved Generation Y population who used social media marketing as a medium for online purchasing. Thus, the targeted respondents of Generation Y in this study are those who are between 18 and 35 years old. In addition, the population in this study is the Generation Y in sub-urban areas in Southern Region of Peninsular Malaysia which are Negeri Sembilan, Melaka and Johor. The reason that this study focuses on the Southern Region of Peninsular Malaysia is because many local past studies have focused on major cities in the central region of Malaysia such as Klang Valley (Muda *et al.*, 2016), Kuala Lumpur (Khan, Hui, Chen and Hoe, 2016; Yusop and Sumari, 2013) and Selangor (Sharifi fard *et al.*, 2016).

Besides that, based on the Internet Users Survey 2017 by Malaysian Communication and Multimedia Commission (2017) these regions are chosen because of the percentage of the internet users is found to be the second highest compared to the central region which is 18.6 percent. In addition, these regions are chosen because of it

is convenience for the researcher. Thus, this study had distributed questionnaires to the targeted population. The data of population of Generation Y in sub-urban areas in Southern Region was taken from the Ministry of Rural and Regional Development websites. Table 3.1 showed the distribution of Malaysia population by state and strata 2016.

Table 3.1: Distribution of Malaysian population by state and strata 2016

States	Sub-urban areas (‘000)
Negeri Sembilan	296.6
Melaka	65.6
Johor	867.3
Total	1,229.5

### 3.4 Sampling Design

This study used the non-probability sampling technique which is based on the personal judgment by the researcher rather than chance to select sample elements. (Malhotra, 2010). Other than that, the non-probability quota sampling was chosen in this study. A quota sampling is a two-stage restricted judgemental sampling. The first stage consists of developing controlled categories or quotas of population elements and the second stage is the sample elements are selected based on the convenience or judgment (Malhotra, 2010). This technique was chosen because it is able to facilitate this study in understanding Generation Y purchases behaviour in sub-urban areas in Southern Region of Peninsular Malaysia.

### 3.5 Sample Size

According to Krejcie and Morgan (1970), the sample size of this study is 384 respondents because the population of Generation Y in Southern Region of Peninsular Malaysia is more than 1,000,000 (refer to Table 3.1). This sample size was determined via Krejcie and Morgan (1970) sample size table. A sample size for each state in Southern Region of Peninsular Malaysia will use the quota sampling. Therefore, the sample size for each state in the Southern Region is 128 as illustrated in Table 3.2 below.

Table 3.2: Sample size for each state in Southern Region Malaysia

States	Sample size
Negeri Sembilan	128
Melaka	128
Johor	128
Total	384

### 3.6 Data Collection Technique

This study used a survey design to collect data by using primary data. Primary data is a data that is originally collected by the researcher for a specific purpose which addresses the research problem (Malhotra, 2010). The primary data source for this study had involved the use of questionnaires. The questionnaires were distributed to Generation Y in Southern Region by utilizing an online and offline surveys (a printed version questionnaire).

### 3.7 Instrument Design

This study has three (3) variables. Social media marketing is the independent variable of this study. This variable is a multidimensional variable which is divided into four (4) dimensions which are the online communities, interactions, entertainment and perceived trust. Generation Y online purchase behaviour is the dependent variable whereas consumer engagement is the moderator variable. The instrument design of this research is structured questionnaire. The questionnaire was developed based on previous studies that have been discussed in the literature review by referring to the past studies conducted by various researchers.

The research questionnaire is designed into five (5) sections which are (i) screening questions, (ii) social media marketing dimensions questions which have been divided into four (4) sub-categories which are the online communities, interactions, entertainment and perceived trust, (iii) questions related to online purchase behaviour, (iv) questions related to consumer engagement and (v) respondent demographic information.

From the second and forth sections, the measurement items for social media marketing dimensions and online purchase behaviour were adapted from previous study and rephrased to suit with this study. All of the measurement items also used the five-point Likert Scale which is a form of interval scale ranging from strongly disagree (1) to strongly agree (5). According to Hartley (2013), Likert Scale is utilized to see large of sample size will increase validity of findings, sub-group are meaningful comparing and also allow results of parametric analysis. With the given Likert Scale, respondents could answer the questionnaires by indicating their level of agreement from making mistakes in answering which also prevent from unusable collect questionnaire in the future.

Questions which are related to the respondents' place of information was included at the last section of the questionnaire. When these questions are placed at the end of questionnaire, respondent felt they have finished answering it. The demographic information is a factual information, therefore, respondents might feel sensitive to

answer it at the beginning of the questionnaire. To avoid the loss of validity in answering the questionnaire, the demographic questions are placed at the last part of the questionnaire.

### **3.8 Measure of Variables**

#### **3.8.1 Measurement of Screening Questions**

The screening questions are situated at the first section which must be answered by the respondents. These questions are asked to know whether the respondents are engaged with the social media marketing in online purchasing of the low involvement products. Screening questions aim to ensure that only targeted population of this study is selected as the respondent, who has already used the social media marketing to make online purchasing or would repeat online purchasing in the future. Besides that, the age of respondents were asked to ensure only those who aged between 18 and 35 are selected.

#### **3.8.2 Measurement of Social Media Marketing Dimensions**

Social media marketing dimension is the independent variable of this study. This variable is a multidimensional variable which is divided into four (4) dimensions which are the online communities, interactions, entertainment and perceived trust. Table 3.3 until Table 3.6 show the measurement items used for each dimensions of social media marketing. Items from the past studies have been selected and adapted to develop the items which are better in reflecting the setting of this study, in the context of social media marketing. The Cronbach's Alpha values for each adapted items indicate the reliability of the result using the related measurement items.

### 3.8.2.1 Online Communities

The measurement items of online communities consist of five which were adapted from Karman (2015) and Liao, To and Hsu (2013). The Cronbach's Alpha value from Karman (2015) was 0.716 and Liao, To and Hsu (2013) were 0.851 and 0.934. The online communities measurement items as illustrated in Table 3.3 below.

Table 3.3: Online communities measurement items

Original	Modify	Source	Cronbach's Alpha
The Starbucks Indonesia's online communities allows direct user input or posting to site.	Social media marketing online communities allow direct user input or posting site.	Karman (2015)	0.716
The Starbucks Indonesia's online community is useful for gathering various information about the product or the brand.	Social media marketing online community is useful for gathering various information about the low involvement product.	Karman (2015)	0.716



Table 3.3: (continued)

Original	Modify	Source	Cronbach's Alpha
At least some of members of Starbucks Indonesia's online community know me.	At least some of members of social media marketing online community know me.	Karman (2015)	0.716
We are continuously encouraged to bring new knowledge into this community.	We are continuously encouraged to bring new knowledge about low involvement product into this online communities.	Liao, To, and Hsu (2013)	0.851
My knowledge sharing would create strong relationships with members who have common interests in the community.	My knowledge sharing would create strong relationships with members who have common interests in the online communities.	Liao, To, and Hsu (2013)	0.934

### 3.8.2.2 Interactions

The measurement items of interactions consist of five which were adapted from Karman (2015) and Kim and Ko (2010). The Cronbach's Alpha value from Karman (2015) was 0.757 and Kim and Ko (2010) was 0.88. The measurement items of interactions showed in Table 3.4 below.

Table 3.4: Interactions measurement items

Original	Modify	Source	Cronbach's Alpha
It is possible to add or invite more friends to the Starbucks Indonesia's online community.	It is possible to add or invite more friends to the social media marketing online community.	Karman (2015)	0.757
It is possible to exchange opinions or conversation with other users through Starbucks Indonesia's social media.	It is possible to exchange opinions or conversation with other users through social media marketing.	Karman (2015)	0.757

Table 3.4: (continued)

Original	Modify	Source	Cronbach's Alpha
It is possible to do two-way interaction between administrator and user through Starbucks Indonesia's social media.	It is possible to do two-way interaction between administrator and user through social media marketing.	Karman (2015)	0.757
It is possible to share information with other users through Louis Vuitton's social media.	It is possible to share information with other users through social media marketing.	Kim and Ko (2010)	0.88
It is easy to convey my opinion through Louis Vuitton's social media.	It is easy to convey my opinion through social media marketing.	Kim and Ko (2010)	0.88

### 3.8.2.3 Entertainment

The measurement items of entertainment consist of five which were adapted from Kim and Ko (2010), Kesharwani, Sreeram, and Desai (2017) and Mathwick, Malhotra and Edward (2001). The Cronbach's Alpha value from Kim and Ko (2010) was 0.88, Kesharwani *et al.* (2017) were 0.758 and Mathwick *et al.* (2001) was 0.88. The entertainment measurement items as illustrated in Table 3.5 below.

Table 3.5: Entertainment measurement items

Original	Modify	Source	Cronbach's Alpha
The contents found on Louis Vuitton's social media seem interesting.	The entertainment found on social media marketing seem interesting.	Kim and Ko (2010)	0.88
It is fun to collect information on brands or fashion items through Louis Vuitton's social media.	It is fun to collect information on low involvement products through social media marketing.	Kim and Ko (2010)	0.88
It is exciting to use Louis Vuitton's social media.	It is exciting to use social media marketing.	Kim and Ko (2010)	0.88
I think the online shopping web site was very entertaining.	I think the online shopping web site for low involvement product was very entertaining.	Kesharwani , Sreeram, and Desai (2017) Mathwick, Malhotra and Edward (2001)	0.758  0.88

Table 3.5: (continued)

Original	Modify	Source	Cronbach's Alpha
The enthusiasm of the online shopping web site was catching, it picks me up.	The online shopping website gives me a sense of enthusiasm when going through it.	Kesharwani , Sreeram, and Desai (2017)	0.758
		Mathwick, Malhotra and Edward (2001)	0.88

#### 3.8.2.4 Perceived Trust

The measurement items of perceived trust consist of five which were adapted from Hajli (2015), Shang, Wu and Sie (2017) and Chu and Kim (2011). The Cronbach's Alpha value from Hajli (2015) was 0.828, Shang, Wu and Sie (2017) was 0.92 and Chu and Kim (2011) was 0.93. The measurement items of perceived trust showed in Table 3.6 below.

Table 3.6: Perceived trust measurement items

Original	Modify	Source	Cronbach's Alpha
Promises made by SNSs are likely to be reliable.	Promises made by social media marketing are likely to be reliable.	Hajli (2015)	0.828

Table 3.6: (continued)

Original	Modify	Source	Cronbach's Alpha
I expect that the advice given by SNSs is their best judgement.	I expect that the advice given by social media marketing is their best judgment.	Hajli (2015)	0.828
SNSs give me an impression that they keep my privacy information safe.	Social media marketing give me an impression that they keep my privacy information safe.	Hajli (2015)	0.828
I trust most contacts on my friends list on the SNS.	I trust most contact on my friends list on the social media marketing.	Shang, Wu and Sie (2017) Chu and Kim (2011)	0.92 0.93
I have confidence in the contacts on my friends list on the SNS.	I have confidence in the contact on my friends list on social media marketing.	Shang <i>et al.</i> (2017) Chu and Kim (2011)	0.92 0.93

### 3.8.3 Measurement of Online Purchase Behaviour

Online purchase behaviour is the dependent variable and unidimensional. Items from the past studies have been chosen and used in the context of social media marketing. The measurement items of online purchase behaviour consist of six which were adapted from Tiruwa, Yadav and Suri (2016) and Toor *et al.* (2017). The Cronbach's Alpha value from Tiruwa *et al.* (2016) was 0.908 and Toor *et al.* (2017) was 0.933. The measurement items of online purchase behaviour showed in Table 3.7 below.

Table 3.7: Online purchase behaviour measurement items

Original	Modify	Source	Cronbach's Alpha
I will continue to buy the products of the brand in future belonging to brand associated with the Facebook brand page.	I will repeat buying low involvement products in the future through the online websites.	Tiruwa, Yadav and Suri (2016)	0.908
I will refer the products of the brand, associated with the Facebook brand.	I will refer online websites to my family for purchase low involvement products.	Tiruwa, Yadav and Suri (2016)	0.908

Table 3.7: (continued)

Original	Modify	Source	Cronbach's Alpha
I will refer the products of the brand, associated with the Facebook brand.	I will refer online websites to my friends for purchase low involvement products.	Tiruwa, Yadav and Suri (2016)	0.908
Using social networking sites of brands increase my interest in buying products and services.	Using online websites increase my interest in repeat buying of low involvement products.	Toor <i>et al.</i> (2017)	0.933
I am very likely to buy products or services recommended by my friends on social networking sites.	I am very likely to buy low involvement products recommended by my friends on social media marketing.	Toor <i>et al.</i> (2017)	0.933
Using social networking sites of brands help me make decisions better before purchasing goods and services.	Using social media marketing help me make decisions better before purchasing a low involvement products.	Toor <i>et al.</i> (2017)	0.933



### 3.8.4 Measurement of Moderating Role of Consumer Engagement

Consumer engagement is a moderating effect between the relationship of social media marketing and Generation Y online purchase behaviour. Items from the past studies have been adopted and used in the context of social media marketing. The measurement items of online purchase behaviour consist of five which were adapted from Gummerus, Liljander, Weman and Philstrom (2012) and Toor *et al.* (2017). The Cronbach's Alpha value from Gummerus *et al.* (2012) was 0.679 and Toor *et al.* (2017) was 0.807. The measurement items of consumer engagement showed in Table 3.8 below.

Table 3.8: Consumer engagement measurement items

Original	Modify	Source	Cronbach's Alpha
I often visit pages of brands I follow on social networking sites.	I often visit pages of low involvement products I follow on social media marketing.	Gummerus, Liljander, Weman and Pihlström (2012) Toor <i>et al.</i> (2017)	0.679 0.807
I often read posts of brands I follow on social networking sites.	I often read posts of low involvement products I follow on social media marketing.	Gummerus <i>et al.</i> (2012) Toor <i>et al.</i> (2017)	0.679 0.807

Table 3.8: (continued)

Original	Modify	Source	Cronbach's Alpha
I often use the “like” option on brands posts; I follow on social networking sites.	I often use the “like” option on low involvement products posts; I follow on social media marketing.	Gummerus <i>et al.</i> (2012) Toor <i>et al.</i> (2017)	0.679 0.807
I follow brands pages of my interest to get information (e.g., new products).	I follow brand pages of my interest to get information (e.g., new products).	Gummerus <i>et al.</i> (2012) Toor <i>et al.</i> (2017)	0.679 0.807
Being part of brands I follow on social networking sites, increased my trust on that brands.	Being part of low involvement products I follow on social media marketing, increased my trust on the products.	Gummerus <i>et al.</i> (2012) Toor <i>et al.</i> (2017)	0.679 0.807

### 3.9 Data Analysis

The data collected was analysed by using Statistical Package for Social Science (SPSS) to help in providing the research hypothesis and to achieve the research objectives. SPSS is a program that manages and analyses data such as statistical analysis and factor analysis (Sekaran and Bougie, 2010). The data was analysed by using multiple methods

such as descriptive statistic analysis, factor analysis, reliability analysis, correlation analysis, hierarchical regression analysis and multiple regression analysis.

### **3.9.1 Descriptive Statistic Analysis**

The data collected was analysed by using descriptive statistic analysis which involved maximum, minimum, means, standard deviation and variance (Sekaran and Bougie, 2010). Descriptive statistics analysis also analysed respondents demographic characteristics such as gender, educational background, employment status, marital status, monthly income, ethnic group, respondent states and online purchase background.

### **3.9.2 Factor Analysis**

Factor analysis is to check whether the measurement items are related to the study. Factor analysis was used to measure the variables and respondents score for each variable. According to Sekaran (2013), factor analysis is a multivariate technique that would confirm the dimensions of the concept that have been operationally defined, as well as indicate which of the items are most appropriate for each dimension. According to Malhotra (2010), factor analysis is a class of procedure which primarily used for data reduction and summarization.

### 3.9.3 Reliability Analysis

According to Sekaran (2013), reliability analysis is the method to examine the consistency and stability of the measurement variables. Consistency indicates of how well the items are measured in a concept together as a set. Cronbach's alpha is a reliability coefficient that indicates positively items are correlated to one another. Therefore, Cronbach's alpha is computed in terms of the average intercorrelations among the items measured in the concept (Sekaran, 2013). Most of the previous studies used Cronbach's Alpha to check the internal consistency of the measurements. To achieve internal consistency, it should be more than the value of 0.70 and the lowest acceptable value is 0.50 (Hsu, Liu and Lee , 2010). The more the value of Cronbach's Alpha is near to the value of 1, the higher the internal consistency reliability.

### 3.9.4 Correlation Analysis

Correlation analysis indicates to the strength and direction of the relationship between variables (Sekaran and Bougie, 2010). The correlation can range between -1.0 and +1.0. It is an appropriate analysis for the items that involves interval-scaled variables. A bivariate correlation analysis was created to measure the variable on interval or ratio scale. It also indicated the strength of relationship between the two variables (Sekaran, 2013). Besides, a correlation analysis would indicate whether the hypothesis is substantiated or not.

### **3.9.5 Multiple Regression Analysis**

Multiple regression analysis is a way to predict the variance in the dependent variable by regressing the independent variable against it (Sekaran and Bougie, 2010). This analysis was also used to assess the influence of social media marketing on Generation Y online purchase behaviour and moderator role of consumer engagement. It examined the relationship between all the variables. The strength of the relationship between two variables specifies the correlation coefficient. Thus, several independent variables are theorized simultaneously which explained the variance in the dependent or criterion variable (Sekaran, 2013).

### **3.9.6 Hierarchical Regression Analysis**

This is a method of multiple regressions whereby the researcher determines the order of entering the variables in the regression question. By using this analysis, the moderator relationship could be determined. According to Sekaran (2013), if we want to know whether a set of job-related variables would significantly add to the variance explained in the dependent variable, over and above that explained by a set of organizational factors a hierarchical regression analysis can be done.

### **3.10 Questionnaire Pretesting**

Before conducting the questionnaire distribution, a pilot study was done and 15 respondents are selected to answer the questionnaire. According to Sudman (1983), a pilot test of 20-50 cases is usually sufficient to discover the major flaws in a questionnaire before the damage the main study. The result showed that all 15

respondents understand the questions provided. A pre-test of the questionnaire which included the items to measure social media marketing on Generation Y online purchase behaviour and the moderator role of consumer engagement. This is to ensure the reliability and validity of the instrument. In addition, the rationale of this pretesting is to identify whether the respondents understand the questions provided as well as to detect and eliminate potential problems in questionnaire.

### 3.12 Summary of Analysis

Table 3.9: Summary of analysis

Objective		Type of analysis
Objective 1	To examine the influence of social media marketing (online communities, interaction, entertainment, perceived trust) on Generation Y online purchase behaviour.	Multiple regression analysis
Objective 2	To investigate the moderating effects of consumer engagement on the relationship between social media marketing (online communities, interaction, entertainment, perceived trust) and Generation Y online purchase behaviour.	Hierarchical regression analysis

## **CHAPTER 4**

### **DATA ANALYSIS AND RESULT**

#### **4.0 Introduction**

This chapter presents and analyses the empirical results of the data collected in this study. It is divided into eight (8) sections, where the first section presents the profile of the respondents involved in this study. The second section presents the results derived from the factor analysis of each variable in this research. The results from reliability analysis are presented in section three (3). The later sections include the results of descriptive analysis, correlation analysis, multiple regression analysis and hierarchical regression analysis. In the multiple regression analysis section, the results describe the relationships of four (4) dimensions i.e. online communities, interaction, entertainment and perceived trust. The last section of this chapter includes the results of moderating effect of consumer engagement. The findings in each section are tabulated and explained thoroughly.

## 4.1 Screening Questions

All of the respondents agreed that they had experienced online purchase, their age range between 18 to 35 years old and they have always purchased low involvement products through websites.

### 4.1.1 Respondents Online Purchase Background

The background of the respondents involved in this study is shown in Table 4.1. With regard to their most recent online purchase, more than half of the respondents (64.3%) had made their online purchase in the last 1-3 months, while the remaining (35.7%) had made their online purchase in the last 4-6 months. Next, regarding the frequency of the purchase of low involvement products for the past six (6) months, the highest frequency of respondents chose “rarely” (34.1%). This is followed by “often” (33.6%), “very often” (19.8%) and lastly “very rare” (12.5%).

With regards to the category of items purchased online among the respondents, the most popular category was beauty products (25.8%) since majority of the respondents were females (54.4%). This was followed by apparels (24.2%). Other categories (i.e. others) covered 21.4% of the respondents - the respondents stated that they bought items such as toys, baby stuff, sports items, shoes, watch, contact lenses, healthy products, car accessories and home appliances. 20.3% of the respondents bought inexpensive gadgets while the remaining (8.3%) were respondents who bought books.

In terms of most favourite online websites to shop low involvement products, majority of respondents chose Lazada (39.3%) followed by others (25.3%) such as Facebook, Instagram, Mudah.my, Go Shop, Zalora, Chillindo, Tabao, Ali Express, Ebay and Alibaba. The third mostly favourite online website was Shopee.my (21.9%). These were followed by 11Street (12.8%) and My Fave (0.8%).



Table 4.1: Respondent Online Purchase Background

<b>Online Purchase Background</b>	<b>Categories</b>	<b>Frequency (N = 384)</b>	<b>Percentage (%)</b>
<b>Last Time Made Purchase Online</b>	1-3 months ago	247	64.3
	4-6 months ago	137	35.7
	Total	384	100.0
<b>Frequency Purchase Past 6 Months</b>	Often	129	33.6
	Very Often	76	19.8
	Rarely	131	34.1
	Very Rare	48	12.5
	Total	384	100.0
<b>Product Category Most Bought Online</b>	Apparel	93	24.2
	Beauty Products	99	25.8
	Books	32	8.3
	Inexpensive Gadget	78	20.3
	Others	82	21.4
	Total	384	100.0
<b>Favourite Online Websites to Shop</b>	Lazada	151	39.3
	11Street	49	12.8
	Shopee.my	84	21.9
	My Fave	3	0.8
	Others	97	25.3
	Total	384	100.0

## **4.1.2 Profile of Respondents**

### **4.1.2.1 Demographic Profile**

The demographic profile of the 384 respondents is depicted in Table 4.2. Based on the profile, it shows that 54.4 percent of the respondents were females and 45.6 percent were males.

Regarding the academic qualification or education background of the respondents participated in this study, a majority of 38.5 percent respondents have STPM/ Certificate/ Diploma qualification, 37.8 percent of them are bachelor's degree holders, 16.1 percent with SPM and below, 6.3 percent of them have master's degree, 0.8 percent of them are the doctoral degree holders and 0.5 percent of the respondents had other types of education achievement such as Foundation.

As for the employment status of the respondents, most respondents were from private sectors with 42.4 percent, followed by public sectors (25.8%), students (19.3%), self-employed (10.7%) and unemployed (1.8%).

Next regarding their marital status, out of 384 respondents in this study, more than half of them are single with the percentage of 60.9 percent and 37.5 percent are married. The remaining 1.6 percent of the respondents are in the category of widowed, divorced or separated from their spouse.

As for the monthly income of the respondents, 29.2 percent of the respondents has earned a monthly income of between RM 2,000 to RM 2,999 which is the highest percentage stated by the respondents. Another 27.1 percent of the respondents has earned between RM 1,000 to RM 1,999 per month, 21.6 percent has earned a monthly income that is less than RM 999, 14.3 percent has earned within the range of RM 3,000 to RM 3,999 and 4.9 percent has earned within the range of RM 4,000 to RM 4,999.

The remaining 2.9 percent is made up from the respondents who has received monthly income of RM 5,000 and above.

The ethnic backgrounds of the respondents were predominantly Malay, which covered 93.8 percent of the respondents, followed by Chinese (3.9%) and Indian (1.3%). Other types of ethnicity covered 1.0 percent of the respondents which included other ethnicities such as Kadazan and Iban.

Based on the data analysis, there were 384 of respondents gained from sub urban areas in each state in Southern Region which is Generation Y in sub-urban areas in Negeri Sembilan (128 respondents), Melaka (128 respondents) and Johor (128 respondents). In summary, the majority of the respondents are working female with a STPM/ Certificate/ Diploma education achievement in this study. Most of them are working in the private sectors with a monthly income ranging from RM 2,000 to RM 2,999.

Table 4.2: Profile of Respondents

Demographic variables	Categories	Frequency (N=384)	Percentage (%)
<b>Gender</b>	Male	175	45.6
	Female	209	54.4
	Total	384	100.0
<b>Education</b>	SPM and below	62	16.1
	STPM/Certificate/Diploma	148	38.5
	Bachelor's Degree	145	37.8
	Master's Degree	24	6.3
	Doctoral Degree	3	0.8
	Others	2	0.5
	Total	384	100.0

Table 4.2: (continued)

<b>Demographic variables</b>	<b>Categories</b>	<b>Frequency (N=384)</b>	<b>Percentage (%)</b>
<b>Employment</b>	Self-employed	41	10.7
	Public Sector	99	25.8
	Private Sector	163	42.4
	Unemployed	7	1.8
	Student	74	19.3
	Total	384	100.0
<b>Marital</b>	Single	234	60.9
	Married	144	37.5
	Widowed/Divorced/Separated	6	1.6
	Total	384	100.0
<b>Income</b>	Less than RM 999	83	21.6
	RM 1,000 to RM 1,999	104	27.1
	RM 2,000 to RM 2,999	112	29.2
	RM 3,000 to RM 3,999	55	14.3
	RM 4,000 to RM 4,999	19	4.9
	RM 5,000 and above	11	2.9
	Total	384	100.0
<b>Ethnic</b>	Malay	360	93.8
	Chinese	15	3.9
	Indian	5	1.3
	Others	4	1.0
	Total	384	100.0
<b>States</b>	Negeri Sembilan	128	33.3
	Melaka	128	33.3
	Johor	128	33.3
	Total	384	100.0

## 4.2 Factor Analysis

Factor analysis is a data reduction technique used to reduce a large number of variables into a set of smaller one that summarizes the essential information contained in the variables (Sunil, 2015). According to Chung and Austria (1973), exploratory factor analysis (EFA) is used to measure the dimensionality of a set of variables. This study choose exploratory factor analysis (EFA) because theoretical framework in this study was integrated a new dimensions of social media marketing. The principal component method was used to produce the initial solution. Besides, the generated factor solution was rotated using Varimax loading to identify the significant loading for each variable. There are six (6) assumptions that need to be met to ensure the appropriateness of factor analysis (Hair *et al.*, 2010). The assumptions are Kaiser-Meyer-Olkin (KMO) value must exceed 0.50, the result of the Barlett's test of sphericity should be at least significant at 0.05, the anti-image correlation matrix of items should be greater than 0.50, communalities of the variables must be greater than 0.05, the factor loadings of 0.30 or above for each item are considered practical and statistically significant for the sample size of 350 or greater, factors with eigenvalues greater than 1 are considered significant, percentage of variance explained usually 60 percent or higher and lastly there is no cross loaded.

### 4.2.1 Factor Analysis of Social Media Marketing

Social media marketing is a variable that has four (4) dimensions which are the online communities, interaction, entertainment and perceived trust. As mentioned in Chapter three (3), all the measurement items were adapted from the previous research. Measurement items of online communities were adapted from Karman (2015) and Liao, To and Hsu (2013); interactions from Karman (2015) and Kim and Ko (2010); entertainment from Kim and Ko (2010), Kesharwani, Sreeram and Desai (2017) and

Mathwick, Malhotra and Edward (2001); while perceived trust adapted from Hajli (2015), Shang *et al.* (2017) and Chu and Kim (2011). Overall, social media marketing had twenty (20) items in which online communities had five (5) items, interactions (five items), entertainment (five items) and perceived trust (five items). For this variable, the data was running for one time only.

In the first run on the twenty (20) items, the Kaiser-Meyer-Olkin measured the sampling adequacy (KMO) value was 0.883, which exceeded the value of 0.50. The Bartlett's Test of Sphericity was significant at the value of 0.000. Anti-image matrices of the 20 items were all above 0.50. There were four (4) factors with eigenvalues above one (1), which are considered significant. Percentage of cumulative initial eigenvalues explained was 60.26 percent which was more than 60 percent. However, the fifth item of online communities was removed. Then, the second run of factor could be done.

From the second run of factor analysis, there were nineteen (19) items analysed. The Kaiser-Meyer-Olkin value was 0.876 which also exceeded the value of 0.50. The Bartlett's Test of Sphericity was significant at the value of 0.000. All nineteen (19) items in the anti-image matrices were above 0.50. There were four (4) factors with eigenvalue above one (1) and the percentage of cumulative initial eigenvalues explained was 60.59 percent. Although, the first entertainment items had below than 0.50 value of communalities (0.089), hence this item was removed.

Table 4.3 shows the final run for factor analysis on the eighteen (18) items of social media marketing variable. The factor loadings for these items were between the values of 0.543 to 0.796. All the items have loaded significantly on four (4) factors as conceptualized in the study.

The items of perceived trust had an eigenvalue of 6.94 and the percent of variance explained was 18.65. There were five (5) items for this factor which are; (1) "Promises made by social media marketing are likely to be reliable", (2) "I expect that the advice given by social media marketing is their best judgement", (3) "Social media marketing gives me an impression that they keep my privacy information safe", (4) "I

trust most contacts in my friends list on the social media marketing” and (5) “I have confidence on the contacts in my friends list on the social media marketing”.

For interactions items had an eigenvalue of 1.92 with the percent of variance explained was 17.47. There were five (5) items for this factor which are; (1) “It is possible to add or invite more friends to the social media marketing online community”, (2) “It is possible to exchange opinions or conversations with other users through social media marketing”, (3) “It is possible to do two-way interaction between administrator and user through social media marketing”, (4) “It is possible to share information with other users through social media marketing” and (5) “It is easy to convey my opinion through social media marketing”.

For entertainment items consist of four (4) items which are (1) “It is fun to collect information on low involvement products through social media marketing”, (2) “It is exciting to use social media marketing”, (3) “I think the online shopping web site for low involvement product was very entertaining” and (4) “The online shopping website gives me a sense of enthusiasm when going through it”. It had an eigenvalue of 1.47 and the percent of variance explained was 15.53.

For online communities items had four (4) items which are; (1) “Social media marketing online communities allow direct user input or posting site”, (2) “Social media marketing online community is useful for gathering various information about the low involvement product”, (3) “At least a few members of social media marketing online community know me” and (4) “We are continuously encouraged to bring new knowledge about low involvement product into this online communities”. The eigenvalue for factor four (4) was 1.11 and the percent of variance explained was 11.92.

Table 4.3: Factor Analysis of Social Media Marketing

	Items	F1	F2	F3	F4
	<b>Perceived Trust</b>				
3	Social media marketing give me an impression that they keep my privacy information safe.	0.796			
5	I have confidence in the contact on my friends list on social media marketing.	0.765			
4	I trust most contact on my friends list on the social media marketing.	0.756			
2	I expect that the advice given by social media marketing is their best judgment.	0.719			
1	Promises made by social media marketing are likely to be reliable.	0.713			

Table 4.3: (continued)

	Items	F1	F2	F3	F4
	<b>Interactions</b>				
3	It is possible to do two-way interaction between administrator and user through social media marketing.		0.769		



Table 4.3: (continued)

	Items	F1	F2	F3	F4
	<b>Interactions</b>				
2	It is possible to exchange opinions or conversation with other users through social media marketing.		0.728		
1	It is possible to add or invite more friends to the social media marketing online community.		0.708		
4	It is possible to share information with other users through social media marketing.		0.702		
5	It is easy to convey my opinion through social media marketing.		0.661		

Table 4.3: (continued)

	Items	F1	F2	F3	F4
	<b>Entertainment</b>				
4	I think the online shopping web site for low involvement product was very entertaining.			0.760	
3	It is exciting to use social media marketing.			0.749	

Table 4.3: (continued)

	Items	F1	F2	F3	F4
	<b>Entertainment</b>				
2	It is fun to collect information on low involvement products through social media marketing.			0.697	
5	The online shopping website gives me a sense of enthusiasm when going through it.			0.639	

Table 4.3: (continued)

	Items	F1	F2	F3	F4
	<b>Online Communities</b>				
1	Social media marketing online communities allow direct user input or posting site.				0.715
4	We are continuously encouraged to bring new knowledge about low involvement product into this online communities.				0.675

Table 4.3: (continued)

Items	F1	F2	F3	F4
<b>Online Communities</b>				
2 Social media marketing online community is useful for gathering various information about the low involvement product.				0.645
3 At least some of members of social media marketing online community know me.				0.543
Eigenvalues	6.94	1.92	1.47	1.11
Percent of Variance Explained	18.65	17.47	15.53	11.92
Total Variance Explained				63.56
Kaiser-Meyer-Olkin (KMO)				0.875
Barlett's Test of Sphericity				3334.45
Significant				0.000

#### 4.2.2 Factor Analysis of Generation Y Online Purchase Behaviour

The factor analysis for this variable is performed in one (1) run as well. From the analysis, the Kise-Meyer-Olkin measure of sampling adequacy (KMO) was 0.869 which has exceeded 0.50. The Barlett's Test of Sphericity was significant at the value of 0.000. All the six items in the anti-image matrices were also above 0.50. There was only one (1) factor with eigenvalue above one (1) and the percentage of variance explained was 66.67. All communalities variable were above 0.50. For the factor loading, the values were in the range between 0.722 and 0.867. Table 4.4 illustrates the factor analysis of Generation Y online purchase behaviour.

Table 4.4: Factor Analysis of Generation Y Online Purchase Behaviour

Items	F1
<b>Generation Y Online Purchase Behaviour</b>	
1 I will repeat buying low involvement products in the future through the online websites.	0.850
2 I will refer to online websites to my family for low involvement products.	0.839
3 I will refer to online websites to my friends for low involvement products.	0.867
4 Using online websites increase my interest in repeat buying of low involvement products.	0.843
5 I am very likely to buy low involvement products recommended by my friends on social media marketing.	0.768
6 Using social media marketing help me make decisions better before purchasing a low involvement products.	0.722
Eigenvalues	4.00
Percent of Variance Explained	66.67
Kaiser-Meyer-Olkin (KMO)	0.869
Barlett's Test of Sphericity	1374.75
Significant	0.000

#### 4.2.3 Factor Analysis of Consumer Engagement

The factor analysis of this variable was performed in one (1) run. The result is shown in Table 4.5 below. From the analysis, the Kaiser-Meyer-Olkin measure of sampling adequacy (KMO) was 0.849 which exceeded 0.50. The Barlett's Test of Sphericity was significant at the value of 0.000. All the five (5) items in the anti-image matrices were

also 0.50. There was only one (1) factor with eigenvalue above one (1) and the percentage of variance was 67.71. All the communalities variables above the value of 0.50. The factor loadings were in the range of 0.759 to 0.855.

Table 4.5: Factor Analysis of Consumer Engagement on Social Media Marketing

Items	F1
<b>Consumer Engagement</b>	
1 I often visit pages of low involvement products I follow on social media marketing.	0.855
2 I often read posts of low involvement products I follow on social media marketing.	0.844
3 I often use the “like” option on low involvement products posts; I follow on social media marketing.	0.809
4 I follow brand pages of my interest to get information (e.g., new products).	0.759
5 Being part of low involvement products I follow on social media marketing, increased my trust on the products.	0.844
Eigenvalues	3.37
Percent of Variance Explained	67.71
Kaiser-Meyer-Olkin (KMO)	0.849
Barlett’s Test of Sphericity	987.53
Significant	0.000

### 4.3 Reliability Analysis

According to Malhotra (2010), reliability is an extent to which a scale produces consistent results if repeated measurements are made on the characteristics. Most studies would use Cronbach's Alpha to examine the internal consistency of the measurement items. To check the internal consistency of the measurements, Cronbach's alpha was used. Cronbach's alpha is a measure of internal consistency reliability that is average of all possible split-half coefficients resulting from different splitting of the scale items (Malhotra, 2010). According to Karman (2015), the higher the value of Cronbach's alpha, there is more reliability and the value of Cronbach's alpha must range between zero (0) to one (1). Hsu, Liu and Lee (2010) suggested that for the items to achieve internal consistency, the items should have more than the value of 0.7 and the lowest acceptable value is 0.5.

After deleting two (2) items from social media marketing dimensions: online communities (one item) and entertainment (one item), a reliability analysis is ran on all the eighteen (18) remaining items of social media marketing variable, five (5) items of Generation Y online purchase behaviour and five (5) items of consumer engagement.

The results from the reliability analysis on all four (4) studied variables are displayed in Table 4.6 below. The results include the value of Cronbach's alpha on social media marketing dimensions (online communities, interactions, entertainment and perceived trust), Generation Y online purchase behaviour and consumer engagement.

Based on Table 4.6, the Cronbach's alpha values of all the studied variables were over 0.70. Social media marketing dimensions such as online communities, interactions, entertainment and perceived trust have Cronbach's alpha values of 0.736, 0.842, 0.793 and 0.855 respectively. As for the variable of Generation Y online purchase behaviour, it has a Cronbach's alpha value of 0.898 while the consumer engagement variable has a value of 0.878. Overall, all the Cronbach's alpha values were accepted and achieved the internal consistency in the range of 0.736 to 0.898.

Table 4.6: Reliability Analysis of Variables

Construct	Variables	No of Items	Cronbach's alpha
Social Media Marketing	Online Communities	4	0.736
	Interaction	5	0.842
	Entertainment	4	0.793
	Perceived trust	5	0.855
Generation Y Online Purchase Behaviour		5	0.898
Consumer Engagement		5	0.878

#### 4.4 Descriptive Analysis

Table 4.7 below shows the analysis of mean and standard deviation of the studied variables such as social media marketing, Generation Y online purchase behaviour and consumer engagement. As mentioned in Chapter three (3), all the variables were measured using the five-point Likert scale, which is a form of interval scale ranging from strongly disagree (1) to strongly agree (5).

All variables had mean scores that were more than 3.00 (neutral). For social media marketing variable, each of the four (4) dimensions had mean values of 4.16 (online communities), 4.24 (interaction), 4.30 (entertainment) and 3.84 (perceived trust). This shows that the mean score is average. Respondents tended to agree that online communities, interaction, entertainment and perceived trust influence them to purchase online. As for Generation Y online purchase behaviour, it had a mean score of 4.19 and standard deviation of 0.63. This indicates that the respondents tended to agree in purchasing online. However, the mean and standard deviation for consumer engagement were 4.03 and 0.66. This implies that the respondents tended to agree that consumer engagement was one of the factors which influenced Generation Y to purchase online

using the social media marketing. Overall, all the mean scores of four (4) variables were in the range of 3.84 to 4.30, which are rated as average.

Table 4.7: Mean and Standard Deviation of the Variables

Variables		Mean	Standard Deviation
<b>Independent Variable</b>			
Social Media Marketing	Online	4.16	0.59
	Communities		
	Interaction	4.24	0.59
	Entertainment	4.30	0.56
	Perceived Trust	3.84	0.71
<b>Dependent Variable</b>			
Generation Y Online Purchase Behaviour		4.19	0.63
<b>Moderator Variable</b>			
Consumer Engagement		4.03	0.66

#### 4.5 Correlation Analysis

Pearson correlation coefficients were computed in order to examine the strength and the direction of the relationship between all the constructs in the study (Sekaran and Bougie, 2010). The Pearson correlation coefficient values can vary from -1.00 to +1.00. A correlation value of +1.00 refers to a perfect positive correlation, while the value of -1.00 represents a negative correlation and the value of 0.00 indicates no linear relationship between X and Y variables or between two variables (Pallant, 2007; Tabachnick and Fidell, 2007).



Table 4.8 shows the Pearson correlation matrix of all four (4) studied variables. All the dimensions of social media marketing were found to be positively correlated to Generation Y online purchase behaviour. Three (3) social media marketing dimensions that were highly and positively correlated to Generation Y online purchase behaviour which were; entertainment ( $r=0.671$ ,  $p<0.01$ ), perceived trust ( $r=0.576$ ,  $p<0.01$ ) and online communities ( $r=0.528$ ,  $p<0.01$ ). As for interaction, it had a moderate correlation with Generation Y online purchase behaviour ( $r=0.427$ ,  $p<0.01$ ). The social media marketing dimensions correlation coefficient value with Generation Y online purchase behaviour were between 0.427 ( $p<0.01$ ) and 0.671 ( $p<0.01$ ).

The correlation coefficient value for consumer engagement with social media marketing dimensions and Generation Y online purchase behaviour were all positive which were in the range of 0.430 to 0.482. All were significant at  $p<0.01$  level. All items were moderately correlated with consumer engagement whereby Generation Y online purchase behaviour at the value of ( $r=0.482$ ,  $p<0.01$ ), interaction ( $r=0.468$ ,  $p<0.01$ ), online communities ( $r=0.440$ ,  $p<0.01$ ), perceived trust ( $r=0.439$ ,  $p<0.01$ ) and entertainment ( $r=0.430$ ,  $p<0.01$ ).

As for the correlation between social media marketing dimensions (online communities, interaction, entertainment and perceived trust), all were positively correlated. However, interaction was highly correlated to online communities ( $r=0.565$ ,  $p<0.01$ ) and the remaining were entertainment ( $r=0.528$ ,  $p<0.01$ ) and perceived trust ( $r=0.516$ ,  $p<0.1$ ). Perceived trust was highly correlated to interaction ( $r=0.512$ ,  $p<0.1$ ) and entertainment was moderately correlated to interaction ( $r=0.475$ ,  $p<0.1$ ). In addition, perceived trust was also moderately correlated with entertainment ( $r=0.401$ ,  $p<0.1$ ).

The results also indicate that all the variables for social media marketing dimensions were positively correlated with customer engagement. Generation Y online purchase behaviour were moderately correlated to consumer engagement ( $r=0.482$ ,  $p<0.1$ ), interaction ( $r=0.468$ ,  $p<0.1$ ), online communities ( $r=0.440$ ,  $p<0.1$ ), perceived trust ( $r=0.439$ ,  $p<0.1$ ) and entertainment ( $r=0.430$ ,  $p<0.1$ ). In conclusion, the Pearson correlation matrix indicates that all four (4) variables were positively correlated and

were significant. The correlation coefficient values were in the range of ( $r=0.401$ ,  $p<0.01$ ) to ( $r=0.671$ ,  $p<0.01$ ).

Table 4.8: Pearson Correlation Matrix of the Variables

Variables	1	2	3	4	5	6
1 Online Communities	1					
2 Interaction	.565**	1				
3 Entertainment	.528**	.475**	1			
4 Perceived Trust	.516**	.512**	.401**	1		
5 Generation Y Online Purchase Behaviour	.528**	.427**	.671**	.576**	1	
6 Consumer Engagement	.440**	.468**	.430**	.439**	.482**	1

\*\*Correlation is significant at the 0.01 (2-tailed)

#### 4.6 Multiple Regression Analysis

This multiple regression analysis is used to assess the relationship between the studied variables. It was used to examine the influences of social media marketing (independent variable) and Generation Y online purchase behaviour (dependent variable) and consumer engagement (moderator variable) between social media marketing (independent variable) and Generation Y online purchase behaviour (dependent variable).

#### **4.6.1 The Relationship between Social Media Marketing Dimensions and Generation Y Online Purchase Behaviour**

Table 4.9 presents the results of the regression analysis of social media marketing dimensions and Generation Y online purchase behaviour. Multiple regression analysis assumes that the relationships between the Generation Y online purchase behaviour (dependent variables) and social media marketing dimensions (the independent variable) are linear and that residuals are normally distributed. The results are used to prove this study's first hypothesis (H1a), which is to examine if Generation Y is involved in online communities in social media marketing, this will have a positive influence on their purchase behaviour. Table 4.9 shows that 57 percent variance in Generation Y online purchase behaviour can be explained by social media marketing dimensions ( $R^2 = .570$ ,  $p < 0.01$ ). Online communities had positive relationship with Generation Y online purchase behaviour and had a standard coefficient beta ( $\beta$ ) of 0.118. Online communities had a significant value at 0.010 ( $p < 0.01$ ) level. Therefore, the first hypothesis (H1a) is supported.

The first hypothesis (H1b) is related to the interaction of Generation Y in social media marketing which will have a positive influence on their purchase behaviour. Therefore, the results indicated that the interaction dimension was not significantly related to Generation Y online purchase behaviour and had a standard coefficient beta ( $\beta$ ) (-0.49). Interaction had a significant value at 0.266 ( $p > 0.01$ ). Hence, the first hypothesis (H1b) is rejected.

The first hypothesis (H1c) is about the entertainment in social media marketing which has a positive influence on Generation Y online purchase behaviour. The results showed that the entertainment dimension is significantly and positively related to Generation Y online purchase behaviour and had a standard coefficient beta ( $\beta$ ) (0.494). Entertainment had a significant value of 0.000 ( $p < 0.01$ ). Thus, the first hypothesis (H1c) is supported.

The first hypothesis (H1d) is related to when Generation Y has a strong perceived trust in social media marketing; this will have a positive influence on their purchase behaviour. The results indicated that the perceived trust dimension is significantly and positively related to Generation Y online purchase behaviour and had a standard coefficient beta ( $\beta$ ) (0.342). Perceived trust had a significant value at 0.000 ( $p < 0.01$ ). Therefore, the first hypothesis (H1d) is supported.

From four (4) dimensions, only three (3) dimensions had a significant value at  $p < 0.01$  level. The results also proved that the entertainment dimension has the strongest effect of standard coefficients beta ( $\beta$ ) (0.494) compared to the other social media marketing dimensions. As all three (3) dimensions of social media marketing were found to have a direct and positive effect on Generation Y online purchase behaviour and at a significant level. Therefore, H1a, H1c and H1d are supported whereas H1b is rejected.

Table 4.9: Regression Analysis of Social Media Marketing Dimensions and Generation Y Online Purchase Behaviour

<b>Dependent Variable</b>	<b>Independent Variable</b>	<b>Standard Coefficient Beta (<math>\beta</math>)</b>
Generation Y Online Purchase Behaviour	Social Media Marketing	
	Online Communities	0.118**
	Interaction	-0.049
	Entertainment	0.494**
	Perceived Trust	0.342**
	R <sup>2</sup>	0.570
	Adjust R <sup>2</sup>	0.565
	Sig. F	125.421**

\*\*Regression is significant at the level 0.01 level ( $p < 0.01$ )

## 4.7 Hierarchical Regression Analysis

Hierarchical regression analysis was carried out to analyse the moderating role of consumer engagement on the relationship between social media marketing (online communities, interaction, entertainment and perceived trust) and Generation Y online purchase behaviour.

### 4.7.1 The Moderating Role of Consumer Engagement on The Relationship between Social Media Marketing Dimensions (online communities, interaction, entertainment and perceived trust) and Generation Y Online Purchase Behaviour

This study used three (3) step hierarchical regression analysis developed by Sharma Durand and Gur-Arie (1981). Hierarchical regression analysis was conducted to test the moderating effect of consumer engagement on the relationship between social media marketing dimensions and Generation Y online purchase behaviour. Table 4.10 presents the result from the hierarchical regression analysis. In the first (1) step of hierarchical regression analysis, the results revealed that the  $R^2$  change were significant ( $R^2 = 0.570$ ,  $F$  change = 125.42,  $p < 0.01$ ). This showed that there was a significant relationship between social media marketing dimensions with Generation Y online purchase behaviour. In step two (2), the  $F$  change was not significant ( $p > 0.05$ ), which indicated that the moderating variable of consumer engagement was not related to the criterion variable ( $F$  change = 10.80,  $p > 0.05$ ). In step three (3), the interaction terms of online communities X consumer engagement, interaction X consumer engagement, entertainment X consumer engagement and perceived trust X consumer engagement were not significant ( $F$  change = 1.30,  $p > 0.05$ ). Therefore, the results proved that the consumer engagement did not moderate the social media marketing dimensions on Generation Y online

purchase behaviour. In conclusion, the findings rejected all the hypotheses of H2a, H2b, H2c and H2d.

Table 4.10: Moderating Effect of Consumer Engagement on the Relationship between Social Media Marketing Dimensions and Generation Y Online Purchase Behaviour

<b>Dependent Variable</b>	<b>Variables</b>	<b>Std Beta Step 1</b>	<b>Std Beta Step 2</b>	<b>Std Beta Step 3</b>
<b>Generation Y online purchase behaviour</b>	<b>Independent Variable:</b>			
	<b>Social Media Marketing:</b>			
	Online Communities	0.118	0.102	-0.298
	Interaction	-0.049	-0.077	0.042
	Entertainment	0.494	0.470	0.884
	Perceived Trust	0.342	0.316	0.475
	<b>Moderating Variable:</b>			
	Consumer Engagement		0.132	0.504

Table 4.10: (continued)

Dependent Variable	Variables	Std Beta Step 1	Std Beta Step 2	Std Beta Step 3
	<b>Interaction Terms:</b>			
	Online Communities			0.717
	X Consumer Engagement			
	Interaction X Consumer Engagement			-0.221
	Entertainment X Consumer Engagement			-0.822
	Perceived Trust X Consumer Engagement			-0.245
R <sup>2</sup>		0.570	0.582	0.587
Adjusted R <sup>2</sup>		0.565	0.576	0.577
R <sup>2</sup> Change		0.570	0.012	0.006
F Change		125.42	10.80	1.31
Sig. F Change		0.000	0.001	0.268

\*\* Regression is significant at the level ( $p < 0.01$ )

\* Regression is significant at the 0.05 level ( $p < 0.05$ )

#### 4.8 Results of Hypothesis Testing

Table 4.11 presents the results of the hypothesis testing. Overall the first hypothesis (H1a, H1c, H1d) were all supported. However, only one first hypothesis (H1b) was

rejected. On the other hand, overall of the second hypothesis (H2a, H2b, H2c, H2d) was rejected.

Table 4.11: Results of Hypothesis Test

<b>Hypothesis Number</b>	<b>Statement of Hypothesis</b>	<b>Results</b>
<b>Hypothesis 1a:</b>	When Generation Y is involved in online communities in social media marketing, this will have a positive influence on their online purchase behaviour.	Supported
<b>Hypothesis 1b:</b>	When Generation Y interacts in social media marketing, this will have a positive influence on their online purchase behaviour.	Rejected
<b>Hypothesis 1c:</b>	Entertainment in social media marketing have a positive influence on Generation Y online purchase behaviour.	Supported
<b>Hypothesis 1d:</b>	When Generation Y have a strong perceived trust in social media marketing, this will have a positive influence on their online purchase behaviour.	Supported
<b>Hypothesis 2a:</b>	Consumer engagement moderates the relationship between online communities and Generation Y online purchase behaviour.	Rejected
<b>Hypothesis 2b:</b>	Consumer engagement moderates the relationship between interactions and Generation Y online purchase behaviour.	Rejected
<b>Hypothesis 2c:</b>	Consumer engagement moderates the relationship between entertainment and Generation Y online purchase behaviour.	Rejected



Table 4.11: (continued)

<b>Hypothesis Number</b>	<b>Statement of Hypothesis</b>	<b>Results</b>
<b>Hypothesis 2d:</b>	Consumer engagement moderates the relationship between perceived trust and Generation Y online purchase behaviour.	Rejected



## **CHAPTER 5**

### **DISCUSSION AND CONCLUSION**

#### **5.0 Introduction**

This chapter begins with the recapitulation of the objectives and the results of the study. Then, it discusses the research findings and compares them with the findings from previous studies. The following sections describe the implication of the study and its possible contributions. Besides discussing the limitation of the study, this chapter also presents suggestions for future research in this area. Lastly, it is ended with a conclusion.

#### **5.1 Recapitulation of Study**

The purpose of this study is to examine the influence of social media marketing (online communities, interaction, entertainment and perceived trust) on Generation Y online purchase behaviour. It also aims to investigate the moderating effects of consumer

engagement on the relationship between social media marketing (online communities, interaction, entertainment and perceived trust) and Generation Y online purchase behaviour. Therefore, two research objectives were addressed for these studies which are:

- 5.1.1** To examine the influence of social media marketing (online communities, interaction, entertainment and perceived trust) on Generation Y online purchase behaviour.
- 5.1.2** To investigate the moderating effects of consumer engagement on the relationship between social media marketing (online communities, interaction, entertainment and perceived trust) and Generation Y online purchase behaviour.

By using the survey design, primary data was collected via questionnaires within one (1) month from November 2017 until December 2017. A total of 384 questionnaires were distributed and collected. 128 questionnaires were successfully distributed to each state in the Southern Region of Peninsular Malaysia which are Negeri Sembilan, Melaka and Johor.

The profile of respondents' online purchase background showed that more than half of the respondents had made online purchase in the past 3 months (63.3%). Regarding the purchase made in the past six (6) months, most respondents chose "rarely" (34.1%). The most popular product category bought online was beauty products (25.8%) because majority of the respondents were females (54.4%) and majority of the respondents chose Lazada (39.3%) as their most favourite website to shop low involvement products.

The data collected was analysed using Statistical Package for Social Science (SPSS) 23.0 to help in validating the research hypothesis and to achieve the research objectives. With regards to the respondents' background (gender, academic qualification, employment status, marital status, monthly income and ethnicity),

majority of the respondents were females (54.4%), had STPM/ Certificate/ Diploma as their highest academic qualification (38.5%), working in the private sectors (42.4%), single (60.9%), earning a monthly income between RM 2,000 and RM 2,999 (29.2%) and were Malay ethnicity (93.8%).

As for social media marketing dimensions (independent variable), four (4) factors are conceptualized earlier in the study. The four factors are (1) online communities (four items), (2) interaction (five items), (3) entertainment (four items) and (4) perceived trust (five items). A total of two (2) items were removed in the factor analysis due to the cross factor loadings. Thus, factor loadings of 0.30 or above for each item were considered practical and statistically significant for the sample size of 350 or greater, factors with eigenvalues greater than 1 were considered significant (Hair *et al.*, 2010). The factor analysis for Generation Y online purchase behaviour (dependent variable) had one (1) factor with six (6) items and no items were removed. Consumer engagement (moderator variable) did not have any item removed and had one factor comprising five (5) items.

In the reliability analysis, social media marketing dimensions such as online communities, interaction, entertainment and perceived trust had the Cronbach's Alpha values of 0.736, 0.842, 0.793 and 0.855 accordingly. As for the variable of Generation Y online purchase behaviour, it had a Cronbach's alpha value of 0.898 while consumer engagement has a value of 0.878. This indicates that all of the studied variables had Cronbach's alpha values which were greater than 0.70. Cronbach's alpha value that is more than 0.70 and closer to the value of one (1) indicates the high internal consistency reliability (Sekaran and Bougie, 2010).

All the variables were measured using the five-point Likert scale, which is a term of interval scale ranging from strongly disagree (1) to strongly agree (5). All variables have mean scores that were more than 3.00 (neutral) and were in the range of 3.84 to 4.30. Based on the descriptive analysis, respondents tended to agree that online communities, interaction, entertainment and perceived trust influenced them to purchase online. They also tended to agree Generation Y online purchase behaviour was influenced by the social media marketing dimensions. On the other hand, respondents

tended to agree that consumer engagement was one of the factors that influenced generation Y in purchasing online using social media marketing.

Correlation analysis was conducted to examine the strength and direction of the relationships between social media marketing (online communities, interaction, entertainment and perceived trust), Generation Y online purchase behaviour and consumer engagement. The results of correlation analysis indicate that all the dimensions of social media marketing (online communities, interaction, entertainment and perceived trust) were positively and significantly correlated with Generation Y online purchase behaviour and consumer engagement. The correlations between the social media marketing dimensions were all positively correlated too. Furthermore, the entertainment dimensions influence on Generation Y online purchase behaviour was highly and positively correlated ( $r=0.671$ ,  $p<0.01$ ).

Through the multiple regression analysis, the study could determine whether to support or reject the hypothesis. Based on the multiple regressions, all the three (3) dimensions which are online communities, entertainment and perceived trust were found to have significant and positive influences towards Generation Y online purchase behaviour. The result showed that social media marketing dimensions for online communities (0.010,  $p<0.01$ ), entertainment (0.000,  $p<0.01$ ) and perceived trust (0.000,  $p<0.01$ ) were significantly influenced Generation Y online purchase behaviour. The finding showed that the three (3) social media marketing dimensions (online communities, entertainment and perceived trust) had positive influenced on Generation Y online purchase behaviour with significant level  $p<0.01$ . Thus, it supported the (H1a), (H1c) and (H1d) hypotheses. Meanwhile, the interaction dimension was found not significantly influenced Generation Y online purchase behaviour as the result shown (0.266,  $p>0.01$ ). Thus, the first hypothesis (H1b) was rejected.

Hierarchical regression analysis was used to determine the moderator relationship in the study. The analysis for moderator effect indicated that consumer engagement did not moderate the relationship between social media marketing with Generation Y online purchase behaviour as the interaction terms were not significant. Hence, the second hypothesis (H2a, H2b, H2c and H2d) was rejected.

## 5.2 Discussion of the Research Findings

This section highlights the following issues:

**5.2.1** The relationship between social media marketing (online communities, interaction, entertainment and perceived trust) and Generation Y online purchase behaviour.

**5.2.2** The moderating role of consumer engagement on the relationship between social media marketing (online communities, interaction, entertainment and perceived trust) and Generation Y online purchase behaviour.

### **5.2.1.1 Relationship between Social Media Marketing Online Communities and Generation Y Online Purchase Behaviour**

Results of this study showed that online communities had a positive effect on Generation Y online purchase behaviour. Thus, online communities significantly (0.010,  $P < 0.01$ ) found to influence on Generation Y online purchase behaviour. Importantly, the positive and significant effects of online communities were supported by Balakrishnan *et al.* (2014). The study showed that online communities have a positive impact on purchase intention. Balakrishnan *et al.* (2014) suggested that online consumers can develop their trust by interacting in virtual communities. Besides, online retailers should use the consumer interaction platform to understand their customers, thus, investing and engaging in virtual communities on websites were deemed critical. To add to that, Karman (2015) also had a similar finding on the positive influence of the online communities on purchase intention. According to Malmivaara (2011), online communities help consumers to expose information and marketing messages that influence them to purchase because consumers find the information useful.

In relation to the Generation Y, the studies showed that they were interested to make online purchase of low involvement products such as apparel, beauty products, books and inexpensive gadgets because of its convenience, reasonable price and they are affordable to buy. According to Sun *et al.* (2017), the development of social media and online groups allow users to post content and have communication between them conveniently. Therefore, this Generation Y group may chat with others regarding their personal opinions, stories and perceptions. They are expected to learn more about the products, services or brands from the social network environment. This is especially true when Generation Y is heavily depended and gained all the knowledge from online review, family members, friends and even strangers (Toor *et al.*, 2017). In addition, this study showed that Generation Y exposed their actual behaviour through online communities especially after purchasing low involvement products through online website such as Lazada, 11Street, Shopee.my and My Fave. Generation Y in sub-urban areas in Southern Region which are Negeri Sembilan, Melaka and Johor obtained more information on their favourite low involvement products from online communities. The advanced technology has assisted Generation Y from sub-urban areas to use the internet to explore and widen their interactions. They have received more information through the internet. Therefore, it is easier for them to make online purchase compared to in-store visits. This type of technology saves their transportation cost and time. Another aspect that encourages them to make online purchase is some of the websites have also provided free shipping. Hence, they only pay for the products without paying the shipping fee.

This study is in line with the Uses and Gratification Theory. For instance, people seek different social media to fulfil their specific purchase. Generation Y in sub-urban areas purchased low involvement products through online shopping platforms such as Lazada, 11Street, Shopee.my, My Fave, Facebook, Instagram, Mudah.my, Go Shop, Zalora, Chillindo, Tabao, AliExpress, eBay and Alibaba. Moreover, different websites serve different benefits and advantages such as offering more discounts, cash on delivery (COD), free membership, collecting points and redeem, discounts on birthday, lucky draw prizes and free shipping. Generation Y may freely choose their favourite

websites for online purchasing to fulfil their specific needs and wants according to their preferences.

#### **5.2.1.2 Relationship between Social Media Marketing Entertainment and Generation Y Online Purchase Behaviour**

The element of entertainment in social media marketing showed positive and significant (0.000,  $P < 0,01$ ) impact on Generation Y online purchase behaviour. Thus, the element of entertainment is a strong value compared to others element. This is in line with the previous study conducted by Kim and Ko (2010) in the luxury brands context which they found out that entertainment also has a positive influence on purchase intention. Thus, the element of entertainment is vital in the social media content. The activities provided in the social media should be entertaining as for instance by creating relationship with others, providing customised service, free entertainment contents and obtaining genuine information on personal interest (Kim and Ko, 2010).

As discussed earlier in chapter one (1), entertainment was the new dimension integrated into Karman's (2015) framework. The results of this study showed that entertainment had a positive influence on Generation Y online purchase behaviour. Entertainment dimension had a positive impact with online purchase behaviour due to Generation Y characteristics, where they could be described as more trendy, youngster and technology savvy group. Entertainment value influenced Generation Y online purchase behaviour as they felt that the environment and performance of the online websites were very interesting and enjoyable while using the online websites. Undoubtedly, it is indeed an important dimension in the social media marketing. The designs of online websites are also crucial in attracting the consumers to access and use them. Thus, entertainment value could help Generation Y in making purchasing decision because it could change their perceptions and moods while they scrolled the pictures to get information of low involvement products. According to Song and Yoo



(2016), a hedonic benefit such as entertainment had a positive relationship with purchasing decisions.

The Uses and Gratification Theory could explain this finding whereby according to Katz and Blumler (1974), people actively chose a specific media for their specific needs. Diddi and LaRose (2006) claimed that this theory can be used to understand social media user's need such as entertainment. Generation Y chose specific websites to fulfil their needs because Generation Y's attitude itself whom are up-to-date in trends and in social media such as fashion, beauty products, books and gadgets. Besides that, the Uses and Gratification Theory has helped marketing managers to plan and design their online websites to develop customers experience and to engage with consumers (Ngai, Moon, Lam, Chin and Tao, 2015). According to Toor *et al.* (2017), social networking sites have provided new and adding more features which enable consumers to connect and chat, upload videos and promote the concepts and ideas with others. Therefore, consumers, especially Generation Y enjoys using the social media marketing because these websites have provided more features to entertain them in the process of making purchase. Thus, entertainment is a new dimension of social media marketing and this finding study showed that entertainment significantly on Generation Y online purchase behaviour since entertainment dimension was important in social media marketing and a few researchers must look on it. Additionally, entertainment contributes to the new integration of theoretical framework form Karman (2015).

#### **5.2.1.3 Relationship between Social Media Marketing Perceived Trust and Generation Y Online Purchase Behaviour**

The findings of this study indicated a positive and significant (0.000,  $P < 0.01$ ) effect of perceived trust and Generation Y online purchase behaviour and this study was aligned with previous studies. The findings of this study were supported by Razak *et al.* (2014), who found a significant relationship between online trust and repurchase intention. Furthermore, the findings were also supported by Shah Alam, Bakar, Ismail and Ahsan's

(2008) studies. The researchers found that trust has a significant relationship on online shopping. They also claimed that trust is vital in adding value of online shopping experience and building a relationship. In addition, Saleem, Zahra, and Yaseen (2017) found trust is directly and positively related to repurchase intention. Besides that, Hajli, Sims, Zadeh and Richard (2017) found a positive relationship between trust and purchase intention in the context of social networking sites. Significantly, in this study, it showed that perceived trust is important to influence repurchase intention among Generation Y.

Perceived trust was one of the main contributions of this study, which initially was presumed to be a significant dimension in the social media marketing. This result of study has managed to indicate perceived trust as an imperative dimension and it has a positive influence on Generation Y online purchase behaviour. Generation Y has placed trust as a vital aspect especially in terms of payment transaction, shipping process and the detail information of the product on online websites. The positive feedback from existing and loyal consumers has provided solid trust for online websites.

In relation with the Uses and Gratification Theory, apparently that Generation Y chose their suitable social media marketing to fulfil their specific needs and wants because at the first place, they have trusted the marketers and online shopping websites. Thus, Generation Y would stay loyal to purchase products using websites that they highly trust. Due to this situation, marketers must grab this opportunity to maintain the trust so that they are able to achieve a long-term relationship with consumers. This study indicated Generation Y in sub-urban areas also had strong perceived trust on social media marketing and then, influenced their purchase behaviour. In regard to this, Generation Y trusted the procedure of online shopping websites such as payment transaction and shipping process. They value and expect the items to be delivered on the expected time, received them in a good condition, received the same exact items they ordered and in a well packaging. Therefore, perceived trust was important dimensions of social media marketing. The finding of the perceived trust dimensions was positive and significantly on Generation Y online purchase behaviour.

#### **5.2.1.4 Relationship between Social Media Marketing Interaction and Generation Y Online Purchase Behaviour**

Surprisingly, this study found out that interaction had no significant (0.266,  $P > 0.01$ ) effect on Generation Y online purchase behaviour. This study finding was inconsistent with many of previous research findings. Result of this study also contradicted to Karman (2015) finding that interaction had a positive impact on the purchase intention. Similarly, Kim and Ko (2010) study found interaction had a positive influence on purchase intention. However, interaction in this study had no positive influence on Generation Y online purchase behaviour. This is perhaps due to the way of online shopping service providers design their purchase platforms, lack of efforts from such websites in maintaining their engagement with customers which resulted in poor relationship with existing customers. In addition, this might also be due to customer service team who did not assist customers properly and resolved their issues to facilitate better understanding of Generation Y needs, problems and interests.

The results of this study showed that there was no interaction on social media marketing among Generation Y online purchase behaviour of sub-urban areas. This could be due to the characteristics of Generation Y of those sub-urban areas as they, in general, had less interaction and are wary to communicate with others. In addition, this might also be due to the fact that social interaction in sub-urban areas was comparatively lower than urban areas because of less contact with outsiders. Besides that, Generation Y in sub-urban areas might have problems to adapt to new changes especially to the technology. This non-significant effect had considered the fact that the respondents in this study are from sub-urban areas in Southern Region of Peninsular Malaysia. Thus, the descriptive analysis obtained from Table 4.2 manages to highlight the same total of respondents in sub-urban areas in Southern Region of Peninsular Malaysia. Based on the descriptive analysis, this study analysed Generation Y in sub-urban areas in Southern Region of Peninsular Malaysia has no interaction with social media marketing because of the internet coverages at their places are poor. Additionally, it is widely understood that the internet coverages in sub-urban areas are still relatively

poor. Due to this limitation, they need to find places which have strong internet connections to stay connected with the social media marketing. Moreover, there was no interaction between marketers and Generation Y due to the lack of interactivity in online shopping. For instance, consumers could not have a face-to-face negotiation between sellers and consumers. It follows that the consumers also did not feel the personal attention from the sales representative in helping them to make purchase.

#### **5.2.2.1 The Moderating Role of Consumer Engagement on The Relationship between Social Media Marketing Dimensions (online communities, interaction, entertainment and perceived trust) and Generation Y Online Purchase Behaviour.**

The results of hierarchical regression analysis showed that the relationship between social media marketing dimensions and Generation Y online purchase behaviour were not moderated by consumer engagement. The result indicated that the interaction of (online communities X consumer engagement, interaction X consumer engagement, entertainment X consumer engagement and perceived trust X consumer engagement) was not significant ( $F$  change = 0.131,  $p > 0.05$ ). Therefore, H2a, H2b, H2c and H2d were rejected. Thus, the second hypothesis (H2) is rejected completely.

This study found that consumer engagement did not moderate between social media marketing dimensions (online communities, interaction, entertainment and perceived trust) and Generation Y online purchase behaviour. This might be due to the fact that online marketers' lack of effort to encourage consumers' engagement especially through the websites. In addition, it is observed that there is little participation from members in online communities in sharing and communicating their experiences of products or services. Hence, online marketers should revise their current online websites activities to engage consumers to stay connected with social media marketing. Online marketers must put more effort like by including more entertainment

aspects to provide their customers with a more pleasant and enjoyable experiences while surfing their websites.

A research by Greve (2014) was used consumer engagement as moderator. Therefore, Greve (2014) found out that the brand image is low moderated by engagement activity as well as a negative interaction effect of engagement activity on the brand image and brand loyalty relationship. Thus, a higher level of engagement can reduce the major link of brand image on brand loyalty. With regard to this, the finding in this study is not in line with the previous study by Barhemmati and Ahmad (2015) where consumer engagement and consumer purchase behaviour have a positive correlation. In the contrary, the finding of this study contradicts with Toor *et al.* (2017) who found that social network marketing had significant effect on consumer engagement. Additionally, Toor *et al.* (2017) also found out that consumer engagement is positively related with consumer purchase intention. The finding of the study from Toor *et al.* (2017) reported that consumer engagement mediates the relationship between social network marketing and consumer purchase intention.

Thus, customer participation is vital to encourage consumers to make decision. In this study, Generation Y did not participate in online communities because there is lack of interaction between marketers and them. Similarly, Toor *et al.* (2017) supported the notion that consumer engagement has a positive significant relationship with consumer purchase intention. Therefore, consumers are more engaged with certain websites because of the social network marketing activities lead them to be so. Nevertheless, the results of this study showed that consumer engagement did not moderate with social media marketing dimensions and Generation Y online purchase behaviour because the marketers themselves do not provide good marketing activities to attract consumers in purchasing their products. Hence it can be concluded that there are fewer two-way communications between marketers and consumers.

### **5.3 Implication of the Study**

#### **5.3.1 Academic Implication**

This study examined the influence of social media marketing dimensions (online communities, interaction, entertainment and perceived trust) and Generation Y online purchase behaviour in sub-urban areas in Southern Region of Peninsular Malaysia. This study had contributed to the inclusion of two new dimensions which are entertainment and perceived trust. Besides that, this study has focused on sub-urban areas when many past studies had focused on urban respondents. The findings of this study implied Generation Y in sub-urban areas prefers to choose low involvement products because of the reasonable and affordable price.

The element of entertainment is a new dimension of social media marketing from Karman (2015) theoretical framework. More importantly, the results gained via this study showed that entertainment in the social media marketing has a positive influence on Generation Y online purchase behaviour. This study delivered a strong contribution to the current academic knowledge in understanding on how Generation Y in sub-urban areas responds to the social media marketing. Moreover, entertainment value brings a positive feedback to Generation Y because they feel the joy while surfing on the internet.

Next, perceived trust is also a new dimension in the social media marketing and has been found to be significant to Generation Y online purchase behaviour. It seems possible that Generation Y puts a trust towards online sellers from online websites such as Lazada, Shopee.my, 11Street and My Fave. Perceived trust is existed between Generation Y and marketers because of the positive feedback on the procedures of information details, payment and delivery order. Thus, the positive relationship of three (3) dimensions of social media marketing such as online communities, entertainment



and perceived trust were a contribution to the marketing literature and specifically to the Karman (2015) social media marketing model.

The second contribution of this study is to understanding Generation Y in sub-urban areas. This is due to the fact that previous studies heavily focused on urban areas in Malaysia. Generation Y in sub-urban areas were found to be aware about technology and have social media accounts as of those Generation Y in urban areas. They always keep updating themselves on news and trends such as apparels, beauty products, books and inexpensive gadgets in the social media marketing. Besides that, Generation Y in sub-urban areas loved to use the social media marketing and it is easier for them to make an online purchase that satisfies their needs and wants. Besides that, Generation Y in sub-urban areas chose online websites because the items would be delivered directly to their respective places. Furthermore, some of the shops in sub-urban areas did not provide products that meet Generation Y needs and wants. Overall, Generation Y in sub-urban areas had the same needs and wants with Generation Y in urban areas especially regarding their online purchasing behaviour.

The third contribution of the study is to understand how Generation Y purchase low involvement product through online websites. Apparently, past studies have limited research on low involvement product purchase online. Generation Y chooses low involvement products such as apparels, beauty products, books and inexpensive gadgets because of its convenience and frequently purchased the products. In addition, the price is lower and meets Generation Y needs and wants. Thus, Generation Y chooses low involvement products because it is easier to get and the price is reasonable and affordable.

The fourth contribution is to understand the inclusion of consumer engagement into the current framework has contributed to the extension of Uses and Gratification Theory developed by Katz and Blumler (1974). The inclusion of consumer engagement as the moderator in this study has provided an important empirical evidence in examining the moderating effect of consumer engagement on the relationship between social media marketing (online communities, interaction, entertainment and perceived trust) and Generation Y online purchase behaviour. However, the result of this study

showed that consumer engagement did not moderate between social media marketing dimensions (online communities, interaction, entertainment and perceived trust) and Generation Y online purchase behaviour. This is because there is lesser two-way communication between marketers and consumers. In addition, a marketer did not seem to provide good marketing activities on online websites to attract Generation Y to purchase their products.

The fifth contribution to this study is to understand the Theory of Uses and Gratifications by Katz and Blumler (1974) which was applied in this current framework. There were three (3) dimensions of social media marketing which are online communities, entertainment and perceived trust in which the present findings indicated they have a positive influence on Generation Y online purchase behaviour. This theory was applied in this study because Generation Y chooses a specific social media marketing to fulfil their needs and wants such as to gain new knowledge and feedback from other members through online websites.

### **5.3.2 Managerial Implications**

The findings of this study provide several managerial implications for management personnel especially marketing manager of online websites industry. The findings of this study help the managers to identify the key factors that influence Generation Y online purchase behaviour towards low involvement products. For example, marketing managers should be update their existing websites and pages to allow potential and existing consumer join the online communities for further discussions. This study provides empirical evidences that are helpful in assisting marketing managers to understand better the consumer purchase behaviour, which in this study focused on Generation Y in sub-urban areas in Southern Region of Peninsular Malaysia. For example, marketing managers need to build a long-term relationship with sub-urban consumers which are assist them in terms of online purchasing and have a good communication between them in online communities regarding the product knowledge



or problem occur. Therefore, the identification of the existing and new dimensions of social media marketing such as online communities, interaction, entertainment and perceived trust enable managers to focus on planning and implementing their marketing strategies to compete with other online sellers in the ecommerce industry.

Social media marketing provides a great opportunity for the marketers to increase market share and communicate with consumers at the same time through online communities. The findings of this study suggested that marketers should be more concerned about consumers' complaints, suggestions or recommendations regarding the products offered. Besides that, consumers had interactions among members regarding their knowledge and experiences. Good services from marketers bring about good impact to the potential customers. While the existing customers would likely remain loyal to the online websites.

Marketers should follow technological trends and be prepared for the emergence of changes in the market demand. For example, marketing managers should create mobile applications because consumers nowadays have their own smartphones. Another thing that needs to be considered is marketers must also be creative to design their websites, more entertaining and attractive. Besides, marketers must keep on updating any promotions in their websites. The content of information must be clear, attention-grabbing and easily understood by the consumers. They also should plan activities that encourage consumers to engage with social media marketing and enable them to connect with others freely and directly regardless of time and location. For example, marketing managers should create a contest to attract consumers open their websites and aware about the products provided by the seller. The contest should be related with brands or products. Next, perceived trust is the important factor for consumers to stay loyal to the companies or brands. In order to satisfy consumers and make them to stay loyal, marketers should provide risk-free environments especially for the product details, payment section and shipping process. For example, company should be keep update a tracking number or order processing directly to the customers through email or messages.

#### **5.4 Limitations of the Study**

There were several limitations in this study. Firstly, this study had conducted a research in sub-urban areas in Southern Region of Peninsular Malaysia. Some of Generation Y in the sub-urban areas only have limited access internet because of its poor connectivity at their places. Secondly, this study does not differentiate which source of device that Generation Y use to do online purchasing: either by using online websites or mobile applications. Thirdly, this study does not specify types of social media because different social media caters to different target market.

#### **5.5 Recommendation for Future Research**

It is recommended that future researches use the population of Generation Y in sub-urban areas in northern region and east coast region in Malaysia. Secondly, further research could provide more specific platforms for online websites users or mobile applications for online purchasing purposes. Thirdly, further research could specify types of social media to cater different target market. Fourthly, the future research can follow the current framework and include additional variables like mediating variables. Finally, a future study can be carried out using consumer engagement as the moderator, similar to the study conducted by Greve (2014). Such study should focus on analysing the customer engagement from a longitudinal perspective with a longer timeframe.

#### **5.6 Conclusion**

This study was conducted to obtain empirical evidence and better understanding on the relationship between social media marketing, Generation Y online purchase behaviour

and consumer engagement in the context of low involvement products in sub-urban areas in the Southern Region of Peninsular Malaysia. Social media marketing in this study was a multi-dimensional variable which consisted of four (4) dimensions, that are online communities, interaction, entertainment and perceived trust. The framework of the study was adopted and adapted from Karman (2015).

The result of the study confirmed the significant and positive effect of social media marketing (online communities, entertainment and perceived trust) on Generation Y online purchase behaviour. Among these three (3) dimensions, entertainment had the strongest effect on Generation Y online purchase behaviour. Identifying these three (3) important dimensions of social media marketing (online communities, entertainment and perceived trust) may help the marketing managers to develop effective strategies to encourage Generation Y online purchase behaviour on online websites like Lazada, Shopee.my, 11Street and My Fave.

This study used a theory from Katz and Blumler (1974) that is the Uses and Gratification Theory. This study was compatible with the theory to highlight the result of the influences of social media marketing on Generation Y online purchase behaviour. However, the moderating effect of consumer showed that consumer engagement did not significantly moderate the relationship between social media marketing dimensions and Generation Y online purchase behaviour.

Generation Y mostly chose low involvement products because of its convenience, frequently purchased with a lower price and little comparison or shopping effort compared to high involvement products. In addition, Generation Y could purchase in bulk, of low involvement products such as apparels, beauty products, books and inexpensive gadgets because a lot of online websites have offered more discounts and sometimes with free shipping. Generation Y in sub-urban areas has preferred purchasing through online websites because the items could be delivered directly to their respective places. In addition, Generation Y could cut cost and their time rather than visiting the physical stores. Generation Y enjoyed online purchasing because different online websites provide various benefits such as promotional code, free delivery, free return, extra points, free gifts, and points redemption. By using online

websites, consumers could buy everything at one (1) place. Thus, it was way convenient and easy for them to search for specific products that they want.

The integration of the new dimensions of social media marketing such as entertainment and perceived trust also showed a positive and significant effect on Generation Y online purchase behaviour. The entertainment value helps Generation Y with the purchasing decision because the environment in online websites makes them feel the joy and it also can change their current mood and perception while using the online websites. Perceived trust value had a positive influence on Generation Y online purchase behaviour because Generation Y has placed trust as a vital aspect especially for the purchasing process. It was developed by marketers to maintain their long term relationship with Generation Y.

This study finding would be beneficial to the industry and government. In terms of contribution to the industry, this study explored the engagement between companies and Generation Y experiences and expectations. Besides, it would help companies to have better understanding on Generation Y online behaviour trends to further explore the best seller products and the categories which Generation Y love to browse. This study may encourage marketers to frequently update their websites or pages to maintain the relationship with existing and potential consumers. Marketers should provide special benefits to attract Generation Y which are not simply available to everyone. Besides, this study would help marketers to improve their websites pages in terms of public safety like the consumers data information. This is because, Generation Y especially, would feel safe and strengthen the trust towards online sellers. This study also would have significant impact to the government in improving the technology and connectivity sites for Generation Y in advanced exploration on internet to get information and knowledge. Lastly, this study would like to recommend the government to widen and improve the internet connectivity in sub-urban areas in Southern Region of Peninsular Malaysia which are Negeri Sembilan, Melaka and Johor.

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